

November 7, 2007



Home for the Holidays?: The Wrangler Home(TM) Brand Delivers Traditionally-Styled Entertainment Centers For High Tech Home Entertainment

With Electronics, Especially HDTVs, Topping Holiday Wish Lists, the Wrangler Home(TM) Brand's Entertainment Room Furnishings Blend Intelligent Design with Traditional Styling

GREENSBORO, N.C.--

Consumer electronics are hot this holiday season, especially attractively priced HDTVs. While new large screen flat panel televisions fit easily on Santa's sleigh, consumers often struggle with how to incorporate them into their existing decor.

"While the new plasma, LCD and rear-projection televisions create a movie theater experience in the home, they can visually overwhelm a room," says George Weldon, director of licensing for the Wrangler Home(TM) brand. "Also, conventional entertainment centers and existing seating may no longer function in these spaces."

"Today, families want to spend more time at home, enjoying friends and neighbors, and they want to entertain with the latest technology," adds Weldon. "But, not everyone wants sleek, modern entertainment centers, which are often a stylistic mismatch for those with contemporary and traditional furniture preferences."

The Wrangler Home(TM) brand's newest, innovative furniture is designed with emerging technology in mind, cleverly blending function with tradition to create pieces perfect for home entertainment and media rooms.

For the Contemporary Palette

The Horne entertainment base, the winner of a 2007 Home magazine design award, is simple yet elegant. Finished with African white sapele veneers, at over 6 feet long, it can accommodate even the largest flat panel televisions while concealing electronics behind attractive woven cane doors.

"With a dizzying array of media options, some consumers want customized electronics storage to meet their family's needs," adds Weldon. For the utmost in flexibility, the Carmichael lifestyle cubes are composed of modular cubes that can be expanded into a variety of configurations. Also in refreshing African white sapele veneers with ribbon-like

grain patterns, the Carmichael cubes are a perfect complement for contemporary decor.

"With plasma televisions growing in popularity, especially among those who like professional sports and action movies, there's not a bad seat in the house," comments Weldon. "Our Winn modular seating collection, featuring top-grain leather or neutral upholstery, includes an innovative corner chair and oversized ottoman, ideal for entertaining and comfortable enough to use every day."

For the Traditional-Minded

Whether consumers are opting for high-end plasma televisions or more moderately priced rear-projection units, the Grayson entertainment center combines functionality with traditional beauty--all for less than many of the 50+-inch units that are so popular. Featuring its signature Albemarle brown wood finish, the Grayson can accommodate a flat panel television up to 54" wide, has deep drawers for CD and DVD storage, and a pull-down front to conceal electrical equipment.

Essential for any entertaining room, the Cape Henry press back chair, available in fabric or leather finishes, reclines for comfortable television viewing, and the coordinating ottoman is the perfect footrest for a relaxing evening.

"As with all furnishings from the Wrangler Home(TM) brand, our home entertainment pieces combine warm, simple styling and built-in durability," notes Weldon. "Backed by the Good Housekeeping seal, the Wrangler Home brand fits perfectly into the active American lifestyle, creating what we call 'Real. Comfortable. Home.'"

About Wrangler Home(TM)

The Wrangler Home(TM) collections feature authentically American furnishings with clean lines and subtle details. Our warm woods, soft fabrics, and luxurious leathers allow customers to design a stylish, comfortable, and welcoming environment for family and friends.

Manufactured by Flexsteel Industries, Inc., the Wrangler Home(TM) brand furniture collections can be seen at the High Point market in the Flexsteel IHFC showroom, Space C-558.

Visit <http://www.wranglerhome.com/> for more information about what we call 'Real. Comfortable. Home.'

About VF Corporation

VF Corporation (NYSE: VFC) (www.vfc.com) is a leader in lifestyle brands including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include Wrangler(R), Lee(R), Riders(R), The North Face(R), Vans(R), Reef(R), Napapijri(R), Kipling(R), Nautica(R), 7 For All Mankind(R), John Varvatos(R), JanSport(R), lucy(R), Eastpak(R), Eagle Creek(R), Lee Sport(R), Majestic(R) and Red Kap(R).

Source: VF Corporation