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VF Appoints New President for Asia Pacific

GREENSBORO, N.C.--

VF Corporation (NYSE: VFC), a leader in branded apparel, today announced that Aidan O'Meara has been named President - VF Asia Pacific, a new position, effective May 1st. In his new role, O'Meara, 44, will have full responsibility for overseeing the continued growth of VF's brands across Asia and the Pacific. O'Meara will be based in Hong Kong, and will continue to report to Karl Heinz Salzburger, President of Europe, Middle East, Africa (EMEA) and Asia.

VF first entered the Chinese market with its Lee(R) brand in 1994, and introduced its Wrangler(R) brand there in 2003. In addition to continuing the strong growth of these brands, O'Meara will also be responsible for all licensing, distributor and direct relationships for The North Face(R), Kipling(R), Napapijri(R), Eastpak(R) and JanSport(R) brands throughout Asia and the Pacific.

O'Meara has been with VF's international jeans division since joining the Company in 1992. Since 2005, O'Meara has served as President of VF's Jeanswear-International coalition, where he has been instrumental in growing VF's flagship brands, Wrangler(R) and Lee(R), throughout Europe and Asia. Salzburger will assume responsibility for VF's international jeans business until a successor to O'Meara is named.

"VF has aggressive plans to build its business internationally, and Asia represents a huge opportunity for us given our portfolio of impressive brands," noted Salzburger. Last year VF raised its target for international revenues as a percent of total revenues from 25 percent to 30 percent.

About the Company

VF Corporation is a leader in branded apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include Lee(R), Wrangler(R), Riders(R), Rustler(R), Nautica(R), John Varvatos(R), JanSport(R), Eastpak(R), The North Face(R), Vans(R), Reef(R), Napapijri(R), Kipling(R), Eagle Creek(R), Lee Sport(R), Majestic(R) and Red Kap(R).

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.

Source: VF Corporation