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Presca Joins VF As President - VF Jeanswear International

GREENSBORO, N.C.--

VF Corporation (NYSE: VFC), a leader in branded apparel, today announced that Giorgio Presca has joined VF as President - VF Jeanswear International. Presca, 44, will have responsibility for overseeing the continued growth of VF's Jeanswear brands across international markets. Presca will be based in Bornem, Belgium, and will report to Karl Heinz Salzburger, President EMEA and Asia.

Presca replaces Aidan O'Meara, who was appointed President - VF Asia Pacific, a new position. Presca will be responsible for driving the growth of VF's jeanswear brands, including flagship brands Lee(R) and Wrangler(R), as well as our Maverick(R) and Old Axe(R) brands, across Europe, the Middle East and Africa. In his role he will also support our brands' expansion into such growth markets as India, China and Russia.

"The international jeanswear market presents tremendous opportunities for VF's international growth," Salzburger said. "We are thrilled to have Giorgio joining our team and excited to use his expertise to expand our business throughout Europe, the Middle East, Africa and Asia."

With more than 17 years of experience in the apparel industry, Presca joins VF from Diesel, where he most recently served as General Manager of the casualwear brand. Prior to that, he served as Vice President of Marketing and Sales for Diesel. He also has served as Brand Director, EMEA for Levi Strauss & Co., and Marketing Director for Benetton Sportsystem.

Presca holds a degree in economics from Universita' Bocconi Milano.

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