July 27, 2009

David Conn Joins VF as President - VF Retail Licensed Brands

GREENSBORO, N.C.-- VF Corporation (NYSE: VFC) today announced that David Conn has been appointed President - VF Retail Licensed Brands, a new position within its subsidiary, VF Services, Inc. Conn, 41, will be responsible for identifying new business opportunities with key retailers under a licensed business model.

Prior to joining VF, Conn served as Executive Vice President of the Iconix Brand Group and played a key role in building Iconix into an industry leader in brand management and licensing. He also has held senior marketing roles with Columbia House and Candie's, Inc.

"Partnering with leading retailers is one of the cornerstones of VF's growth strategy. Beyond our core national brand strategy, we see additional opportunities for growth with key partners through the introduction of new brands under a licensed business model. David brings a unique set of skills, capabilities and brand licensing experience to VF that will prove effective in leading our efforts in this new endeavor," said Mike Gannaway, Vice President - VF Direct / Customer Teams.

Conn will report to Gannaway and be based in New York City.

About VF

VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, action sports, image, sportswear and contemporary apparel brands. Its principal brands include Wrangler(R), Lee(R), Riders(R), The North Face(R), Vans(R), Reef(R), Eagle Creek(R), Eastpak(R), JanSport(R), Napapijri(R), Nautica(R), Kipling(R), John Varvatos(R), 7 For All Mankind(R), lucy(R), Splendid(R), Ella Moss(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