January 4, 2011

# VF To Present at The ICR XChange Conference

GREENSBORO, N.C.-- VF Corporation (NYSE: VFC) today announced that Eric Wiseman, Chairman, President and Chief Executive Officer, and Bob Shearer, Senior Vice President and Chief Financial Officer, will present on behalf of VF Corporation at the 13th Annual ICR XChange Conference on Thursday, January 13th at 8:25 a.m. PST in Dana Point, California.

The presentation will be simultaneously broadcast on the Internet and can be accessed via the VF website at www.vfc.com.

About VF Corporation

VF Corporation is a global leader in branded lifestyle apparel with more than 30 brands, including Wrangler(R), The North Face(R), Lee(R), Vans(R), Nautica(R), 7 For All Mankind(R), Eagle Creek(R), Eastpak(R), Ella Moss(R), JanSport(R), lucy(R), John Varvatos(R), Kipling(R), Majestic(R), Napapijri(R), Red Kap(R), Reef(R), Riders(R)and Splendid(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