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VF Announces Organizational Changes and New Group Presidents Role

GREENSBORO, N.C.-- VF Corporation (NYSE: VFC) announced today the promotion of two executives, Steve Rendle and Scott Baxter, to the newly-created position of Group President.

Steve Rendle, 51, has been promoted to Vice President, VF and Group President, Outdoor & Action Sports Americas. Since 2009, Rendle has served as President of VF Outdoor Americas. He will now be responsible for leading VF's Outdoor and Action Sports businesses in North and South America, consisting of The North Face(R), Vans(R), JanSport(R), Eagle Creek(R), Reef(R) and lucy(R) brands. Kevin Bailey, President of Vans and Jeff Moore, President of Reef will now report to Rendle. He will continue to be based in San Leandro, California.

In addition to continuing to lead our Imagewear coalition, Scott Baxter, 46, will be assuming responsibility for our Jeanswear Americas business. Since 2008 Baxter has served as President of VF's Imagewear coalition, with responsibility for the coalition's Image and Licensed Sports Apparel businesses. Baxter's new title is Vice President, VF and Group President, Jeanswear Americas & Imagewear. Angelo LaGrega, who for the past 5 years has done a tremendous job as President of Jeanswear Americas, will now report to Baxter. Baxter and his family will be relocating to Greensboro, North Carolina in 2011.

Karl Heinz Salzburger, currently Vice President, VF and President - VF International and a member of VF's Operating Committee, will assume the new title of Vice President, VF and Group President, International.

Rendle and Baxter will join Salzburger as members of VF's Operating Committee.

Salzburger, Rendle and Baxter will all continue to report to VF Chairman and Chief Executive Officer, Eric Wiseman.

"The creation of the Group President role streamlines our organizational structure in North America, much as we have done internationally over the years under Karl Heinz's leadership," said Eric Wiseman. "It also provides opportunities for both Steve and Scott to extend their leadership capabilities to new businesses, while promoting greater communication and connectivity among our coalitions."

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