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VF Corporation Ranks Among 2010 InformationWeek 500

Global Apparel Company Receives Recognition for Enhancing Consumer Experiences

MONARCH BEACH, Calif.-- VF Corporation (NYSE: VFC) today announced that it ranked 89th on this year's InformationWeek 500 - a list of the top technology innovators in the U.S. The annual list was revealed last night at a gala awards ceremony at the exclusive InformationWeek 500 Conference taking place at the St. Regis Monarch Beach Resort, Dana Point, CA.

VF ranked 89th overall, marking the highest ranking the company has achieved on the annual list. VF also received recognition as an industry finalist in the consumer goods category and will be profiled in an upcoming InformationWeek magazine issue highlighting this year's InformationWeek 500.

"Technology plays an important role in enabling VF's success. Our team has made it a key priority to further this role by implementing robust processes that align with VF's growth strategies and developing innovative solutions to meet business requirements," said Martin Schneider, VF Vice President and Chief Information Officer. "Gaining recognition as part of the InformationWeek 500 is an acknowledgement of our strong teamwork and the progress we've made. We are honored to be among this year's InformationWeek 500 recipients."

Over the past year, VF's Information Technology group has collaborated with business partners across the company on key initiatives to position the company for future growth. Key projects included new e-commerce sites and retail systems to enhance consumers' online and in-store experiences and supply chain-related efficiency and cost-reduction initiatives.

"For 22 years, the InformationWeek 500 has honored the most innovative users of business technology," said InformationWeek Editor In Chief Rob Preston. "As we start to emerge from the worst recession in decades, the IT focus is now on driving growth--new sources of revenue, new relationships with customers, even new business models. This year's ranking placed special emphasis on those companies and business technology executives leading that charge."

InformationWeek identifies and honors the nation's most innovative users of information technology with its annual 500 listing, and also tracks the technology, strategies, investments and administrative practices of America's best-known companies. Top winners have included: CME Group, Conway, National Semiconductor, Kimberly-Clark, Hilton Hotels and Unum. The InformationWeek 500 rankings are unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying

the biggest IT spenders.

Additional details on the InformationWeek 500 can be found online at www.informationweek.com/iw500/.

About VF

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.

About InformationWeek Business Technology Network (<http://www.informationweek.com/>)

The InformationWeek Business Technology Network provides IT executives with unique analysis and tools that parallel their work flow - from defining and framing objectives through to the evaluation and recommendation of solutions. Anchored by InformationWeek, the multimedia powerhouse that looks across the enterprise, the network scales across the most critical technology categories with online properties like DarkReading.com (security), IntelligentEnterprise.com (application architecture), NetworkComputing.com (networking and communications) and PlugintotheCloud.com (cloud computing). The network also provides focused content for key IT audiences, such as CIOs, developers, SMBs and IT Support Managers via InformationWeek Global CIO, Dr. Dobb's, InformationWeek SMB, and HDI respectively, as well as vital vertical industries with InformationWeek Financial Services, Government and Healthcare sites. Content is at the nucleus of our information distribution strategy, and the network provides a deep and rich portfolio of decision-making tools and peer based research through InformationWeek Analytics, the leading service for peer-based IT research and analysis. IT professionals turn to our experts and communities to stay informed, get advice and research technologies to make strategic business decisions. The InformationWeek Business Technology Network is part of UBM TechWeb.

Source: VF Corporation