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VF Corporation Appoints Jim Pisani as Timberland Global Brand President

GREENSBORO, N.C.-- VF Corporation (NYSE:VFC) today announced the appointment of Jim Pisani to the position of Global Brand President, *Timberland*[®], effective immediately. Pisani most recently served as President of VF's Licensed Sports Group, which includes the *Majestic*[®] brand. He will report to Scott Baxter, Vice President, VF and Group President, Outdoor & Action Sports Americas.

"Jim is a tremendously talented and accomplished executive with a proven track record of delivering consistent business results and generating new growth opportunities," said Baxter. "His passion, energy, and embodiment of the values deeply rooted in the Timberland brand and in VF make him the ideal leader to guide the brand into its next phase of global growth."

Pisani joined VF in 2008 as President of VF Licensed Sports Group. The business unit's *Majestic*[®] brand is the official on-field uniform provider for Major League Baseball. It also supplies apparel and fanwear through licensing agreements with U.S. and international professional sports leagues, colleges and universities, and lifestyle brands. Prior to VF, Pisani held a succession of leadership roles in branding, merchandising, sales and marketing at PepsiCo and Kraft Foods.

"I'm truly honored to be given the responsibility to lead this powerful and iconic brand with such rich history," said Pisani. "There are so many opportunities in front of the Timberland brand and I look forward to partnering with the talented teams around the world to leverage our collective strengths and accelerate growth."

Mike Pardini has been named President, VF Licensed Sports Group. Pardini most recently held the position of Vice President of Sales for VF Licensed Sports Group and the *Majestic*[®] brand. He joined VF in 2010 as Director, Harley-Davidson Sales. He has more than 25 years of sales and marketing experience at leading companies, including PepsiCo.

In his new role as Global Brand President, *Timberland*[®], Pisani replaces Stewart Whitney who left the company in July 2016.

About VF

VF Corporation (NYSE: VFC) is a global leader in the design, manufacture, marketing and distribution of branded lifestyle apparel, footwear and accessories. The company's highly diversified portfolio of powerful brands spans numerous geographies, product categories, consumer demographics and sales channels, giving VF a unique industry position and the ability to create sustainable, long-term growth for our customers and shareholders. The company's largest brands are *The North Face*[®], *Vans*[®], *Timberland*[®], *Wrangler*[®], *Lee*[®] and

Nautica®. For more information, visit www.vfc.com.

About the *Timberland*® Brand

Timberland® is a global leader in the design, manufacturing and marketing of premium footwear, apparel and accessories for the outdoor lifestyle. Best known for its original yellow boot introduced in 1973, the *Timberland*® brand today outfits consumers from toe-to-head, with versatile collections that reflect the brand's rich heritage of craftsmanship, function and style. The *Timberland*® brand markets lifestyle products under the *Timberland*® and *Timberland Boot Company*® brands, and industrial footwear and workwear under the *Timberland PRO*® brand. Its products are sold throughout the world in leading department and specialty stores as well as company-owned retail locations and online. The *Timberland*® brand's dedication to making quality products is matched by an unwavering commitment to environmental and social responsibility – in terms of its products, the outdoors, and communities around the globe. To learn more about *Timberland*®, a brand of VF Corporation (NYSE: VFC), please visit timberland.com or follow us along the modern trail @timberland.

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