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***Dale Jr.'s Car May Change, But His Jeans Remain the Same***  
*The Wrangler® Brand Re-Signs NASCAR's Most Popular Driver*

**GREENSBORO, N.C. (Sept. XX, 2007)** – As far as the *Wrangler*® brand is concerned, whether or not to re-sign Dale Earnhardt Jr. for the 2008 season was not a difficult decision. Today, Dale Jr. confirmed the feeling was mutual by re-signing as an endorsee for the *Wrangler*® brand. The denim icon will continue its tie-in with the NASCAR superstar and follow him to Hendrick Motorsports in 2008. For a fifth consecutive season, the *Wrangler*® logo will once again proudly appear on his soon-to-be-announced car and race suit.

“The Wrangler-Earnhardt partnership has so much history, and with such anticipation for 2008, it was important to all of us to find a way to keep our relationship going,” said Craig Errington, vice president of *Wrangler*® marketing. “Dale Jr. has been, and continues to be, a great fit for Wrangler. The color and number on his car may be changing, but Dale Jr.’s popularity and personality haven’t, and that’s exactly why we’re staying a team.”

Sparked in 2004, the partnership with Dale Jr. paved the way for a new generation of the Wrangler-Earnhardt relationship that first began in the 1980’s when the *Wrangler*® brand became the primary sponsor of Dale Earnhardt and the legendary blue-and-yellow “Wrangler Jean Machine.” As the first apparel company to have significant involvement in NASCAR, the brand is pleased to continue that connection today.

“When a company like Wrangler acknowledges relationships and history, it really means something,” said Dale Jr. “That’s why they continue to be a really special sponsor for us. I’m proud to have them back and am looking forward to seeing that Wrangler logo on my car again next year.”

Dale Jr., voted NASCAR’s most popular driver for the past four years, continues injecting adrenaline into the *Wrangler*® brand’s *Wrangler Jeans Co.*™ advertisements, in-store signage and product packaging, and promises to ignite fan excitement in 2008 with various consumer promotions and marketing initiatives.

The *Wrangler*® brand, the official jeans of Dale Earnhardt Jr., is long respected for comfortable, durable and affordable jeans, pants, shorts and shirts and is available at value-minded retailers nationwide. For more information visit [www.wrangler.com](http://www.wrangler.com).

**About the Company**

Wrangler is a division of VF Jeanswear Limited Partnership, which is an affiliate of VF Corporation. VF Corporation, through its many affiliates, is a leader in branded lifestyle apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include Wrangler®, Lee®, Riders®, The North Face®, Vans®, Reef®, Napapijri®, Kipling®, Nautica®, 7 For All Mankind®, John Varvatos®, JanSport®, Lucy®, Eastpak®, Eagle Creek®, Lee Sport®, Majestic® and Red Kap®.

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, [www.vfc.com](http://www.vfc.com).

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