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The *Wrangler*[®] Brand Extends Its Relationship with Dale Earnhardt Jr.
Iconic Jeans Brand Continues Partnership with NASCAR's Most Popular Driver

Greensboro, N.C. (Dec. 15, 2008) – Dale Earnhardt Jr. will stay comfortable and stylish during 2009 with a continued relationship with the *Wrangler*[®] brand. Today, the denim giant proudly announced it will once again be the official jean of Dale Earnhardt Jr. for a sixth consecutive year. The NASCAR superstar will continue to be featured across a range of high-profile consumer promotions and *Wrangler*[®] marketing initiatives.

“It’s been an honor to work with Wrangler for all these years, and this relationship has always meant a lot to me” said Earnhardt Jr. “Wrangler has been a great supporter of my family, my teams and the sport. I couldn’t be happier that we’ll continue to build on the things we’ve already accomplished.”

The *Wrangler*[®] brand was the first apparel company to have a significant involvement in NASCAR beginning in the early 1980s as the primary sponsor of Dale Earnhardt and the legendary blue-and-yellow “Wrangler Jeans Machine.” In 2004, the *Wrangler*[®]-Earnhardt collaboration was renewed with Dale Jr. and has since helped raise more than \$175,000 for various charitable causes. The *Wrangler*[®] relationship is Dale Jr.’s longest-running endorsement deal.

“The Earnhardt name has always represented the core, all-American values that Wrangler embodies, and we are thrilled to be continuing that tradition,” said Craig Errington, vice president of *Wrangler*[®] marketing. “Dale Jr. has been a wonderful partner, and as evidenced by his huge popularity, he continues to be a perfect representative for the Wrangler brand.”

The *Wrangler*[®] brand and Dale Jr. will work together in 2009 on promotional opportunities designed to enhance the brand’s profile. As the official jean of Dale Jr., *Wrangler*[®] will continue to leverage NASCAR’s most popular driver in advertisements, in-store signage, product ticketing and consumer promotions. For more information visit wrangler.com.

About the *Wrangler*[®] brand

Based on more than 60 years of heritage in making authentic denim jeans, the iconic *Wrangler*[®] brand is long respected for comfortable, durable and affordable jeans, pants, shorts and shirts. The *Wrangler Jeans Co.*[®] and *Wrangler Hero*[®] *Five Star Premium Denim* lines are available at value-minded retailers nationwide and retail for less than \$20. For more information regarding the *Wrangler*[®] family of authentic clothing or to locate a retailer, visit www.wrangler.com or call 1.888.784.8571.

Wrangler[®] is a division of VF Jeanswear Limited Partnership, which is an affiliate of VF Corporation. Through its many affiliates, VF Corporation is a leader in branded lifestyle apparel including brands such as *Lee*[®], *Riders*[®], *The North Face*[®], *Vans*[®], *Reef*[®], *Napapijri*[®], *Kipling*[®], *Nautica*[®], *7 For All Mankind*[®], *John Varvatos*[®], *JanSport*[®], *lucy*[®], *Eastpak*[®], *Eagle Creek*[®], *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.

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