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Wrangler® ProGear™ is Proud to Announce Its Partnership with Mossy Oak®
Leader in premium outdoor apparel offers Break-Up® and Treestand™ patterns

GREENSBORO, N.C. – New for Fall 2008, Wrangler® ProGear™ introduces the successful Mossy Oak Break-Up® and new Treestand™ camouflage patterns into several of the brand's popular hunting garments.

"The exclusive agreement between Wrangler ProGear and Mossy Oak establishes a partnership that creates garments to satisfy all outdoor enthusiasts. Specialty retailers will be able to offer garments that are the ultimate in concealment, comfort and protection," said Jerry Guiliano, merchandise manager, Wrangler Specialty Apparel.

The partnership between Wrangler ProGear and Mossy Oak involves exclusivity on heavyweight denim (nine ounces and higher). Mossy Oak patterns will be included in styles such as the Relaxed Five Pocket Camo Jean, Nine Pocket Hunting Jean and Upland Pant.

"Wrangler is a time-tested, well-known brand that is synonymous with hardworking, active, outdoors people," said Butch English, Executive Vice President of Sales and Marketing at Mossy Oak. "Mossy Oak is thrilled to be associated with a lifestyle brand that makes quality gear for outdoorsmen regardless of their pursuit."

Wrangler ProGear garments provide hunters with the ideal blend of durability, fit, quiet function and overall comfort. With the joining of Mossy Oak patterns and the exclusive room2move™ Fit, wearers are allowed flexibility and concealment in hunting gear that's easy to wear.

The new Wrangler ProGear/Mossy Oak items will be unveiled to retailers this winter. The new collection will be on display at the Wrangler booth, #66661 during the 2008 SHOT Show at the Las Vegas Convention Center, February 2-5.

The full Wrangler ProGear collection includes nine-pocket hunter pants, classic five-pocket hunter pants, lined camo jeans, upland jeans, camo flannel field shirts, guide shirts with blaze orange, shooter shirts, camo tees in short and long sleeves, and the Pro Stalker camo jacket.

Wrangler ProGear garments are sold through specialty retailers nationwide. For more information or to locate a nearby retailer, visit progear.wrangler.com or call 1-888-784-8571.

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About the Company

VF Corporation 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®.