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MEDIA CONTACT
Bill AuCoin
727.522.2371
wmaucoin@verizon.net

**Alan Liere Wins 2008 *Wrangler*[®] ProGear[™]
"Garments are Gear" Column Contest**

Liere and four other outdoor writers are honored for writing excellence in their field

GREENSBORO, N.C. (Dec. 19, 2008) – *Wrangler*[®] announced today that Alan Liere – a Spokane, Wash., outdoor writer and photographer – won the 2008 *Wrangler*[®] ProGear[™] "Garments are Gear" Column Contest with his vivid tribute to Cordura[®]-faced hunting pants used to fend off cactus spines in Arizona and ugly thorns in Alaska.

Launched in 2007, the contest is open to all members of the Outdoor Writers Association of America (OWAA) and is intended to challenge writers to creatively and skillfully illustrate how *garments are gear*. A panel of judges determined Liere earned first place winning a year's supply of Wrangler ProGear garments. Four other authors, Jay Strangis, Milt Rosko, Gail Jokerst and Jerry Dennis, earned second through fifth places, respectively, also winning Wrangler ProGear clothing.

Judge Chris Batin, editor and publisher of *Alaska Angler* and *Alaska Hunter*, complimented Liere for his use of "humor to convey the main point and exaggeration to punch it home." Other contest judges included Jay Cassell, deputy editor of *Field & Stream*, John Marsh, freelance editor and writer, Ron Schara, columnist and host of TV's "Backroads with Ron & Raven," and Wayne van Zwoll, author and freelance writer and photographer.

"Wrangler ProGear congratulates the winners and genuinely thanks all members of OWAA who entered. We hope to see everyone again next year for the third annual Wrangler ProGear "Garments are Gear" Column Contest," said Joanna Bragdon, marketing coordinator, Wrangler Outdoor Brands.

The Wrangler ProGear brand produces specialized garments for hunting and shooting sports including pants, field shirts and jackets in the most popular camo patterns

The OWAA, headquartered in Missoula, Mont., is a non-profit organization dedicated to improving the skills of its members. Founded in 1927, OWAA has more than 1,500 members including professional writers, photographers, authors and other communicators specializing in outdoor recreation subjects.

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[®].

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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