



**FOR IMMEDIATE RELEASE**

***Wrangler® Specialty Brands Advance Web Site to Match Consumer Expectations***  
*User-friendly online offering brings new shopping experience to loyal western shoppers*

**GREENSBORO, N.C. (July 9, 2009)** – *Wrangler®* Specialty Apparel – the leader in western apparel and iconic American denim maker long known for listening and catering to western consumers’ needs – announced today the launch of a new Web platform designed to increase consumer education, product knowledge and brand accessibility. In the continued effort to strengthen the brand’s presence online and to create new consumer touch points, the redesign of [www.wrangler.com](http://www.wrangler.com) allows consumers to experience the Wrangler brand in a new environment. The site changes take effect later this month.

One of the most user-friendly and comprehensive site enhancements includes a new virtual shopping environment suited to actual in-store – and in-fitting-room – consumer shopping behaviors. Wrangler Specialty online viewers will now have access to comprehensive product fit guides, and can browse according to their preferred size, style, waist, rise, leg opening, wash or color and – arguably the most relevant feature – lifestyle activity including rodeo, music and dancing, trail riding, ranch work and more.

“Our consumers have asked us to provide a better Web resource, and this new site design is a direct response to their requests. The enhancements and overall online strategy give us the medium to better engage our consumers and position our products in a way that speaks directly to their wearing occasions and product usage needs,” said Phil McAdams, president, Wrangler Specialty Apparel. “We think these changes greatly benefit our loyal western consumer and also allow us to evolve as the western industry trends change over time.”

The updated Web site will allow visitors to navigate through various buying options including locating traditional retail outlets in their area, purchasing from online retailers, and an option to directly purchase select Wrangler specialty styles.

“Our research shows that nearly 60 percent of in-store purchases are a result of online research,” said Allen Montgomery, vice president of sales, Wrangler Specialty Apparel. “We believe this new offering will enhance visibility of the Wrangler name online, provide our consumers with a convenient research tool, drive traffic to western retailers, and support retail sales efforts for everyone offering Wrangler products.”

With the brand’s new online offering, shoppers will also be able to learn how their favorite western apparel brand started its journey in 1947 by viewing an enhanced brand history gallery, share their brand experiences with each other via consumer reviews, share their wish-list with their family and friends, and much more. The combined Web updates and fresh format changes present a more fun, pleasurable and engaging experience of the leading western lifestyle brand

To find out more about the new updates, visit [www.wrangler.com](http://www.wrangler.com) and click on North America.

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**About Wrangler®**

*Wrangler®* Western Wear apparel is available nationwide in specialty stores, including work apparel chains, farm & fleet, and western stores, as well as through on-line and catalog retailers. To find a retailer or for more information on the Wrangler family of products visit [www.wrangler.com](http://www.wrangler.com) or call 1-800-245-9766.

**About VF**

*Wrangler®* is a division of VF Jeanswear Limited Partnership, which is an affiliate of VF Corporation. VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, action sports, imagewear, sportswear and contemporary apparel brands. Its principal brands include *Wrangler®*, *Lee®*, *Riders®*, *The North Face®*, *Vans®*, *Reef®*, *Eagle Creek®*, *Eastpak®*, *JanSport®*, *Napapijri®*, *Nautica®*, *Kipling®*, *John Varvatos®*, *7 For All Mankind®*, *lucy®*, *Ella Moss®*, *Splendid®*, *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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**MEDIA CONTACT**

Jenny Dubberly  
[jdubberly@fww-us.com](mailto:jdubberly@fww-us.com)  
919.832.6300