

FOR IMMEDIATE RELEASE

Wrangler® Launches Mobile Giving Campaign to Make Wishes Come True *Western Wear Leader Asks Rodeo Fans to Donate Funds through Text Messaging Campaign*

GREENSBORO, N.C. (Dec. 4, 2008) – *Wrangler®*, the iconic American denim brand and western wear leader, has partnered with the Make-A-Wish Foundation® to launch a new mobile giving campaign to raise donations for children with life-threatening medical conditions. The Wrangler brand will launch the campaign urging fans to “Help Wrangler Make Wishes Come True” at this year’s 50th Anniversary Wrangler National Finals Rodeo (Wrangler NFR) held Dec. 4-13 in Las Vegas.

Supporters can make a \$5 donation to the Make-A-Wish Foundation by sending the **text message “WISH” to 90999** or donate online at www.wranglerwestern.com. The Wrangler NFR – rodeo’s premier event that sells out each year and attracts more than 175,000 people annually – will kick-start the mobile giving campaign, but fans have a full year to text their donations.

Wrangler united the Wrangler NFR community, motivating its partners – including the Professional Rodeo Cowboys Association and The Mirage Hotel and Casino in Las Vegas – to actively support the campaign through marketing and communication outreach efforts. Rodeo enthusiasts who make the annual trek to Las Vegas will encounter the campaign call-to-action from a variety of places around the entertainment capital of the world. Whether they are inside the arena experiencing thrilling competition, relaxing in the comfort of their hotel room or enjoying the action-packed Las Vegas Strip, fans can directly help grant the wishes of children with life-threatening medical conditions.

“We are firmly committed to the rodeo industry and the western community and dedicated to giving back to our western family,” said Phil McAdams, president of Wrangler Specialty Apparel. “With the help of our consumers, rodeo fans and our partners in Las Vegas, we can help children with life-threatening medical conditions by making their wishes come true. Wrangler is honored to be a part of this effort.”

To power its mobile platform, Wrangler and the Make-A-Wish Foundation have partnered with Denver-based Mobile Accord, supported by AT&T, Verizon, Sprint/Nextel, T-Mobile and US Cellular representing the vast majority of US mobile users. The donation is charged to the donor’s regular monthly cell phone bill and is separated from other transactions and identified as a non-taxable donation.

Visit www.wranglerwestern.com for information and to spread the “WISH” message.

About the Make-A-Wish Foundation

The Make-A-Wish Foundation grants the [wishes](#) of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 66 chapters in the United States and its territories. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 171,000 wishes in the U.S. since inception. For more information about the Make-A-Wish Foundation, visit www.wish.org and discover how you can *share the power of a wish®*.

About the *Wrangler®* NFR

The *Wrangler*[®] National Finals Rodeo (*Wrangler*[®] NFR) is the Professional Rodeo Cowboy Association's championship event and the world's richest and most prestigious rodeo. Showcasing ProRodeo's 15 top contestants in seven events, the 50th Anniversary *Wrangler*[®] NFR is taking place Dec. 4 – 13 in Las Vegas. One of the toughest tickets in sports to obtain, the *Wrangler*[®] NFR has had sold out attendance for more than 200 straight performances. The national championship of the Professional Rodeo Cowboys Association (PRCA), the *Wrangler*[®] NFR concludes with crowning of the sport's nine World Champions; they are determined by official seasonal earnings. Visit www.prorodeo.com and www.nfrexperience.com for more information.

About Mobile Accord

Denver-based Mobile Accord, Inc. provides turnkey tools for organizations to leverage the power of mobile technology using SMS (text messaging), PSMS (premium SMS), and mobile content (ringtones, wallpapers, etc.). Mobile Accord can easily make any part of an organization's existing outreach efforts mobile – for example, distributing urgent action alerts, volunteer opportunities, or donation via text message.

As the first company in the United States to offer mobile tools specifically built for non-profit organizations, Mobile Accord is unique in its ability to facilitate wireless fundraising and constituent outreach campaigns while also helping clients understand the immense power of mobile technology.

For more information on Mobile Accord please contact Tony Aiello, Senior Vice President, Business Development at 866-720-3350 or email to taiello@mobileaccord.com.

About Wrangler

Wrangler[®] Western Wear is available at over 2,500 western specialty, mid-tier and workwear stores nationwide that provide quality men's and women's apparel and accessories. For more information regarding the *Wrangler*[®] family of products or to locate the *Wrangler*[®] retailer nearest you, visit www.wrangler.com or call 1.888.784.8571.

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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