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Wrangler® Partners with American Quarter Horse Association to Create The Ultimate Riding Jean
New women's product puts riders first with supreme function, innovation and style

GREENSBORO, NC (March 11, 2008) – When *Wrangler®* set out to grant women the perfect jean for riding, there was only one place to turn: authentic riders. The goal? Capture the freedom, independence and beauty inherent in every cowgirl. Utilizing the brand's esteemed alliance with the largest equine organization in the world, the American Quarter Horse Association (AQHA), the leader in western apparel co-created groundbreaking designed-for-the-saddle denim appropriately deemed **The Ultimate Riding Jean**.

"The Wrangler brand is getting to know our consumers like never before, but this new creation really is all about the women," said Phil McAdams, president, Wrangler Specialty Apparel. "Along with AQHA, we were able to assemble a group of real, female riders and jean-wearers willing to share the details of their daily lives and how that relates to the products they wear."

Lending its name and equine expertise, AQHA is a fundamental player in the equine industry and a valued partner in the creation of The Ultimate Riding Jean. Wrangler Western Wear – the Official Jeans and Shirts of AQHA since 1989 – is the first apparel company to co-create a denim product with AQHA designed to meet the intricate and functional apparel needs of a true cowgirl. With more than 345,000 members – 71% of whom are females purchasing more than eight pairs of jeans every year – and approximately 5,000 new members each month, AQHA is the largest equine breed registry and membership association in the world and a perfect partner in this venture.

"Take expert denim-makers and expert equine professionals, pair that combination with real-life everyday cowgirls working together from day one – you're bound to get something great" said Bill Brewer, executive vice president, AQHA. "We're behind this partnership 100%."

Wrangler kicked off the process with focus groups fit for fun and forthcoming confessions. Forming a special union, Wrangler went straight to the female source and created the "Wrangler AQHA Women's Council." Wearing their favorite jeans, the group of women spent hours scrutinizing the ins and outs of likes and dislikes associated with the performance of jeans in the saddle.

As a result of firsthand feedback, the women at Wrangler identified meticulous criticisms from their panel of riding jean experts: Many low-rise jeans don't provide enough coverage and comfortable moving room when in the saddle; the rise is so low, shirttails don't stay tucked in; tight-fitting jeans pinch at the knee and are too constricting; loose-fitting jeans have too much fabric that is uncomfortable when it folds and gathers at the joint; stretch denim doesn't hold the crease when starched; denim made with 100% cotton doesn't maintain shape. And the list goes on.

"The opportunity to utilize the women of AQHA and have real conversations about exactly what she needs when she's riding and what she's not getting with her current jeans is invaluable," said Robin Rich, senior marketing manager, Wrangler Western Wear. "The joint efforts of Wrangler and AQHA to conduct targeted consumer research and fit tests resulted in jean styles we continue to validate and perfect for our core consumer. The women just love it."

The Ultimate Riding Jean offers everything riders need and more by combining function, fit, comfort and style in a jean calculated to meet the multifaceted needs of the avid equestrian. Always a priority when it comes to the creation of Wrangler products, the workmanship, product details and innovations are second

to none in the western industry. Perhaps the most enticing element to the jean is the Wrangler brand's patent-pending, **half-felled seam** designed to reduce the amount of fabric layers at the garment's seams and intersections to provide unparalleled comfort and ease of movement.

The Ultimate Riding Jean officially hits shelves in summer 2008 and boasts a modern finish and cut that looks great in the saddle or out on the town. Debuting the line with two styles, the Q~Baby and Cash names are inspired by authentic registered Quarter Horse bloodlines. The Ultimate Riding Jean offers style-specific features and – more importantly – a complete riding solution for any cowgirl.

Q~Baby – Making even the toughest cowboys feel a bit weak in the knees. Q~Baby details include:

Stretch – Ultimate comfort and movement

Mid Rise – Not too low, not too high: the perfect rise for riding

No Gap Waistband – Flexes with the body to keep the shirt tucked in while riding

Full Flex Knee – Prevents discomfort and allows room to move in the saddle

Bootcut – Flattering and functional leg opening for the authentic western look

Cash – Looking great no matter what trail you're riding. Cash details include:

100 % Cotton – Form fitting and ideal for a center-crease starch

Mid Rise – Not too low, not too high: the perfect rise for riding

Full Flex Knee – Prevents discomfort and allows room to move in the saddle

Vented Bootcut – A subtle split to compliment the straight lines of a cowgirl's style

Wrangler Western Wear is available at over 2,500 western specialty stores nationwide. For more information regarding the Wrangler family of products, or to locate the Wrangler Western Wear retailer nearest you, visit www.wrangler.com or call 1.888.784.8571.

About VF Corporation

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*[®].

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