

**FOR IMMEDIATE RELEASE**

**20X<sup>®</sup> EVENTS OFFER MUSIC, FUN AND FILM**

*Wrangler<sup>®</sup>, Blake Wise to Join the Festivities at the 2008 National High School Finals Rodeo*

**GREENSBORO, N.C. (July 17, 2008)** – For 24 hours in the heart of the Southwest, the leader in western apparel will give their commercial-filming cameras to young rodeo fans. With a contest designed to create the next television advertisement for the 20X<sup>®</sup> by Wrangler<sup>®</sup> brand, this year's National High School Finals Rodeo (NHSFR) is packed with more excitement than ever before.

Putting a fun twist on what a typical photo shoot might entail, the Wrangler brand is encouraging rodeo and 20X fans to get rowdy on the set as a select few are chosen to film their experience at the NHSFR for the chance to be in a new 20X TV commercial. Allowing the brand's younger consumer a unique opportunity to interact with the western lifestyle apparel line on their own terms, the "Life. Camera. 20X." event will end with a celebratory concert starring Equity Music Group recording artist Blake Wise.

The "Life. Camera. 20X." event and contest will take place at the 2008 National High School Finals Rodeo on July 20<sup>th</sup> – July 23<sup>rd</sup> in Farmington, New Mexico. Throughout the three-day event, fans are invited to come to the 20X Chill Tent at Lot 16 of the Fairgrounds for air conditioning, refreshments, video games and more. The 20X brand will cap off the festivities with a Film Premiere Party and live concert performance by Blake Wise, Wednesday, July 23<sup>rd</sup> from 10:30 p.m. – 1:00 a.m. on the Fairgrounds Pavilion Stage (Lot 13).

For more information, visit [www.20X.com/lifecamera20x](http://www.20X.com/lifecamera20x) or visit the [20X Facebook page](#).

**About 20X<sup>®</sup> by Wrangler<sup>®</sup>**

20X<sup>®</sup> by Wrangler<sup>®</sup> 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](http://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<sup>®</sup>, Lee<sup>®</sup>, Riders<sup>®</sup>, The North Face<sup>®</sup>, Vans<sup>®</sup>, Reef<sup>®</sup>, Napapijri<sup>®</sup>, Kipling<sup>®</sup>, Nautica<sup>®</sup>, 7 For All Mankind<sup>®</sup>, John Varvatos<sup>®</sup>, JanSport<sup>®</sup>, Lucy<sup>®</sup>, Eastpak<sup>®</sup>, Eagle Creek<sup>®</sup>, Lee Sport<sup>®</sup>, Majestic<sup>®</sup> and Red Kap<sup>®</sup>.*

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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