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Stacy London Finds Her Perfect Fit with the *Riders[®] by Lee[®]* Brand

Style Authority Partners with Riders[®] by Lee[®] Brand to Help Women Look and Feel Their Best

Greensboro, N.C. (March 10, 2009) – The *Riders[®] by Lee[®]* brand, long trusted for stylish apparel with superior fit, announced today a partnership with personal style expert Stacy London. America’s most popular stylist is uniting with America’s number one brand for fit solutions as the foundation to its marketing initiatives in 2009.

As the dynamic co-host of the TLC hit show “What Not to Wear,” trusted celebrity consultant and acclaimed author, London has established herself as *the* authority on fit and personal style. With a mission of improving the confidence and lives of women, London shares the *Riders[®] by Lee[®]* brand’s core belief that women can look and feel their best and express their own personal style without spending a fortune. *Riders[®] by Lee[®]* jeans, casuals and tops all retail for less than \$20.

“Great style is about understanding fit and finding a flattering look that works for you,” said London. “The quality, innovative fit solutions, fashionable selection and amazingly low price point Riders by Lee offers means all women can have clothes that make them feel confident, beautiful and reach their personal best.”

Riders[®] by Lee[®] styles are based on years of consumer insight and designed to perfectly fit real women’s body shapes. From the instantly slimming tummy-control panel to the innovative Comfort No-Gap[™] waistband, the brand combines the latest innovation in fit solutions with comfortable and fashionable styles so every woman can find a look and fit that is right for her.

“It means so much for Stacy to acknowledge our commitment to great style and fit,” said Craig Errington, vice president of *Riders[®] by Lee[®]* marketing. “She is trusted for great fashion advice. That expertise is exactly why she makes a wonderful partner for Riders by Lee and will help further position us as the best source for women’s fit solutions.”

The *Riders[®] by Lee[®]* brand and London are developing promotional opportunities designed to further establish the brand as an apparel authority while showcasing the less than \$20 price point. London will appear in the brand’s print and television ads beginning in April and will be a large part of high-profile consumer promotions to be announced in the coming months.

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About the *Riders*[®] by *Lee*[®] brand

The *Riders*[®] by *Lee*[®] brand is known for affordable, fashionable and innovative clothes for women of all ages, shapes and sizes. Retailing for less than \$20, the styles are developed to fit real women's body shapes and provide the fit solutions specific to the individual needs. *Riders*[®] by *Lee*[®] jeans, casuals and tops are available at value-minded retailers nationwide. For more information about *Riders*[®] by *Lee*[®] or to locate a retailer, visit www.RidersJeans.com or call 1.800. 874.3370.

The *Riders*[®] by *Lee*[®] brand is a division of VF Jeanswear Limited Partnership, which is an affiliate of VF Corporation. Through its many affiliates, VF Corporation is a leader in branded lifestyle apparel including brands such as *Wrangler*[®], *Lee*[®], *The North Face*[®], *Vans*[®], *Reef*[®], *Napapijri*[®], *Kipling*[®], *Nautica*[®], *7 For All Mankind*[®], *John Varvatos*[®], *JanSport*[®], *lucy*[®], *Eastpak*[®], *Eagle Creek*[®], *Majestic*[®] and *Red Kap*[®]. VF Corporation's press releases, annual reports and other information can be accessed through the Company's home page, www.vfc.com.

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