

by the makers of **Exquisite Form**[®]

CURVATION[®]

CURVATION[®] CELEBRATES ONE-YEAR ANNIVERSARY WITH EXPANSION INTO K MART AND SHOPKO

NEW YORK, NY (February 9, 2004) - CURVATION, a line of sensual and liveable intimate apparel from VF Intimates created for curvaceous women, today announced its expansion into Kmart and ShopKo stores cross the country. The announcement of the brand's expansion, which has been available in Wal-Mart since February, 2003, coincides with Curvation's one-year anniversary. The brand also announced today that Queen Latifah will lend her support to CURVATION for a second year.

"We are delighted that the success of CURVATION has led to expanded distribution for 2004," said Anne Jardine, vice president and general manager. "It means that we can satisfy the requests to provide even more curvaceous women with the opportunity to celebrate their curves in style."

To celebrate the success of the brand's first year on the market, CURVATION is also expanding its line of benefit-based products to provide new solutions like the Stay up Strapless, Underarm Smoother and Front Close Minimizer. The Underarm Smoother provides underarm control so clothes fit better, while the Stay up Strapless features a two-ply Elastomeric Bonded cup, as well as a revolutionary use of silicone engineering for stay-in-place confidence. Each style is available in a variety of fashion colors, giving the products an overall more feminine and sensual look.

Curvation is also very excited to launch the first brand of sport bras specifically designed for curvaceous women. The new sport bras include: the Side Shaper Sport, with an inner sling that provides invisible side shaping for better definition and support; the Back Support Sport, with a criss-cross back design for bilateral support that helps improve posture; and the Minimizer Sport which reduces bust size up to 1.5" for improved mobility and support.

"Through consumer focus groups, we found that curvaceous women were in need of sport bras that provide comfort and support, as well as a strapless that would actually stay put and look great under their clothes," commented Berna Goldstein, director of merchandising. "Our new line of sport bras offer curvaceous women three specific benefits to make their workout experience more comfortable, whether they're in need of more back support, whether they're looking to minimize their bust line, or simply require added support. We're particularly proud of our new Stay up Strapless, which features strategically placed silicone not only on the wire, but also across the band, to ensure women will feel comfortable and confident with their support all day and night."

Curvation

CURVATION provides the over 60 million curvaceous women in America with an intimate apparel wardrobe that is both sensual and liveable. Real women with real curves were the inspiration behind CURVATION, intimate apparel that celebrates curvaceous women by offering them everything they want in lingerie: beauty, function and comfort at an affordable price. CURVATION is currently available at Wal-Mart, Kmart and ShopKo.

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VF Corporation

VF Corporation is the world's largest apparel company and a leader in jeanswear, intimate apparel, playwear, workwear and daypacks. Its principal brands include Nautica[®], Lee[®], Wrangler[®], Riders[®], Rustler[®], Vanity Fair[®], Vassarette[®], Bestform[®], Lily of France[®], Lee Sport[®], Healthtex[®], JanSport[®], Eastpak[®], Red Kap[®] and The North Face[®].

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