

Contact: Jamie Grayson /Catherine Pope
Lippe Taylor
212.598.4400 ext 114/ext.172
jgrayson@lippetaylor.com
cpepe@lippetaylor.com

**QUEEN LATIFAH BESTOWS ‘ROYAL’ HONORS UPON
FINALIST OF NATIONAL WOMEN’S CONFIDENCE AWARDS**

Founder of Bay-Area Non-Profit Big Moves

Surprised by “Confidence Crew”

New York, NY – February 7, 2007 – Today, American “royalty” paid tribute to a crusader who has selflessly dedicated time and energy to the important cause of building women’s confidence. In a taped message, Queen Latifah applauded Marina Wolf-Ahmad, who founded San Francisco-based non-profit Big Moves, as one of five national finalists in the second annual CURVATION^(SM) PROJECT CONFIDENCE^(SM) Awards. The nationwide search recognizes women who project the power of confidence and encourage it in others, ultimately, helping them live more fulfilling lives.

The “Confidence Crew” surprised Wolf-Ahmad at her Boston, MA workplace where she viewed a congratulatory message by Queen Latifah via videotape with her co-workers. Matilda St. John, an Oakland, CA resident who nominated Wolf-Ahmad for the honor, stated in her entry that, “Marina has done more for curvy-girl confidence than any therapist ever could.”

Wolf-Ahmad is one of five finalists who will be flown to New York City for an Awards Ceremony on March 6, where she will meet Queen Latifah--in person--as well as the other national leaders of women’s organizations who chose them. In addition to Queen Latifah, the panel includes Dr. Lorraine Cole, CEO of YWCA USA; Joi Gordon, CEO of Dress For Success; Danielle Carrig, Executive Director of Step Up Women’s Network; Pamela Edwards, Fashion & Beauty Features Editor of Essence; and Pam Hardee, Marketing Director for CURVATION®, the line of sensual and liveable intimate apparel that sponsored the program.

“We received several hundred nominations from around the country filled with inspiring stories of women helping other women to live more fulfilling lives,” said Queen Latifah, the brand’s spokesperson, inspiration and creative adviser. “While all the entries were amazing, and we would love to recognize everyone, Marina was an absolute stand-out and clearly deserving of national recognition.”

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Wolf-Ahmad was selected as one of only five finalists nationwide for the non-profit she founded in San Francisco called Big Moves, which is dedicated to getting more people of all sizes into the dance studio and on stage. With the San Francisco branch going strong, Marina now helps open new branches of the organization across the country to further her mission to ensure a place for everyone in the notoriously narrow dance world.

Each of the five finalists will receive a \$3,000 grant from CURVATION® toward the program or cause with which they are affiliated, so that they can continue their work in building women’s confidence. Marina’s grant will go to Big Moves to continue to educate the public and dance world about issues relating to body image and size acceptance.

At the New York ceremony on March 6, the panel will announce the national award recipient, chosen from

amongst the five finalists, who will be awarded an additional \$10,000 grant to support her project or program.

“in her nomination, Matilda mentioned that Marina was frustrated by the lack of size diversity she was seeing onstage as a fan of dance, and disheartened by the scarcity of venues in which she could ‘throw her curves around the stage,’ which is what inspired her to start Big Moves in 2000. That dedication and self-confidence is commendable and why I am delighted to name her as a finalist. I look forward to meeting Marina and the other four finalists in New York,” added Queen Latifah.

The CURVATION PROJECT CONFIDENCE AWARDS is part of the CURVATION^(SM) PROJECT CONFIDENCE^(SM), initiative which also includes: CURVATION NATION^(SM), an online community where women who have embraced the power of confidence can inspire and share their ideas with an ever-widening community; NATIONAL WOMEN’S CONFIDENCE DAY^(SM), celebrated the first Wednesday in June annually, to raise public awareness for, and celebrate the positive impact of, confidence in women’s personal and professional lives; and the YWCA CURVATION^(SM) Project Confidence® Program, a multi-faceted, nationwide women’s confidence research, training and education program with the YWCA. For more information, log onto Curvation Nation at www.curvation.com.

About the Company

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