

Jim Gerson Joins VF Action Sports - President of Reef

Contributed by MalakaiKingston
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Jim Gerson Joins VF Action Sports as President of Reef - Americas Carlsbad, CA – May 26th, 2009 - Reef is pleased to announce the appointment of Jim Gerson, currently Vice President of Apparel at The North Face, as President of Reef-Americas. In his new role, Jim will be responsible for developing the product line and brand strategy for the Reef brand worldwide and for the profitability of Reef-Americas beginning June 1st, 2009. Gerson joined VF in 1986 as part of the Jantzen business and held progressive sales and merchandising roles leading their swimwear division. In 2000, he became Vice President of Swimwear for VF's Tommy Hilfiger Licensee business. Gerson joined the The North Face as Vice President, Research, Design and Development and Brand Management in April 2001. As The North Face grew, Jim transitioned to Vice President RD&D Soft Goods in 2005, overseeing all of the apparel business. "Jim has spearheaded The North Face's dedication to product innovation and has been a key contributor to the tremendous success of The North Face throughout his tenure with the brand," said Stephen Murray, President of VF Action Sports Americas. "His successful background in managing key accounts in sales and leading merchandising initiatives brings to Reef a wide range of knowledge and experience from all angles of the business. I am confident that his expertise will prove to be a great asset to Reef." Gerson adds, "Reef is a strong brand with a rich heritage and a history for creating outstanding products. I look forward to sharing my product and brand experience to help Reef reach its full potential." Gerson holds a Bachelor of Science degree from the University of Idaho, with a Marketing emphasis in Management. He will transition to his new position at Reef effective June 1. Media Contact: Lindy_Williams@vfc.com / 760.431.2366 # # #

About Reef Reef is surf. We're inspired by water, the ocean, by perfect waves and the journey along the way to find them. We are a genuine global surf brand that harvests the best of our lifestyle and shares it through authentic, innovative and fashionable product. At the core of Reef are our exotic roots and the inherent sensuality of the beach. The Reef team supports the freedom to have fun in and out of the water and gives back to the world that inspires us. About VF VF Corporation is a global leader in lifestyle apparel with a diverse portfolio of jeanswear, outdoor, action sports, imagewear, sportswear and contemporary apparel brands. Its principal brands include Wrangler, Lee, Riders, The North Face, Vans, Reef, Eagle Creek, Eastpak, JanSport, Napapijri, Nautica, Kipling, John Varvatos, 7 For All Mankind, Ella Moss, Splendid, Majestic and Red Kap. VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.