



## **Lee Jeans Names Arnold Worldwide Creative Agency of Record**

**Boston, Mass. January 5<sup>th</sup>, 2006** – Lee Jeans announced today that it has selected Arnold Worldwide as its new Creative Agency of Record. Arnold will begin working on Lee's U.S. business immediately. Other finalists for the \$30 million creative account were DDB and Lowe, both of New York. Arnold replaces Fallon Worldwide whose 19-year relationship with the Lee brand ended this fall. The account will be run out of Arnold's New York office.

"We're excited about this new partnership," said Liz Cahill, director of advertising and public relations for Lee Jeans. "The Lee brand boasts strong heritage and consumer loyalty; matched with Arnold's proven talent for helping brands stand out in a saturated media market, we look forward to what 2006 will bring."

Media planning and buying for Lee Jeans will be done by Mediaedge:cia, New York. VF Corp., Lee Jeans' parent company, awarded its consolidated media business to the WPP Group in November. Lee hired AAR partners to guide the review process.

### **About Arnold Worldwide**

Arnold Worldwide is the headquarters of Arnold Worldwide Partners, a global network owned by Havas (Nasdaq: HAVS, Euronext Paris: HAV.PA). Arnold Worldwide represents one of the lead agencies in the system, with five fully integrated service offices in the U.S.: the Boston headquarters, New York, Washington, D.C., St. Louis and Los Angeles as well as five additional service offices. Globally, Arnold Worldwide Partners consists of 18 offices in 8 countries, which include the five full-service U.S. operations.

Arnold Worldwide is one of the most highly awarded agencies in the world, with a client roster that includes well-recognized companies and brands like Royal Caribbean, McDonald's, Fidelity Investments, Tyson's, RadioShack and Jack Daniels. It has received the Grand Prix at the International Festival in Cannes, top honors at the International ANDY Awards, and been a consistent annual winner of Clios, EFFIEs, Obies and One Show awards.

### **About Lee Jeans**

Lee® Jeans is a division of VF Corp. (NYSE: VFC). Headquartered in Merriam, Kan., Lee manufactures and markets brand denim, casual pants, shirts, fleece and knit apparel. A brand committed to the community, Lee Jeans founded and annually underwrites Lee National Denim Day®, the largest single-day fundraiser for breast cancer. VF corp. is the world's largest apparel company and a leader in jeanswear, intimate apparel, knitwear, workwear, playwear, and daypacks. Its principal brands include Lee®, Wrangler®, Riders®, Rustler®, Vanity Fair®, Vassarette®, Bestform®, Lily of France®, JanSport®, Eastpak®, Vans®, Earl Jean®, Nautica®, The North Face® and Napapijri®.

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