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MOORE'S SEWING CENTER
Wears Denim and Donates \$5 to Fight Breast Cancer
Employees help celebrate 15th Anniversary of Lee National Denim Day®

Mission Viejo, CA. (July 7, 2010) – On Friday, October 8th Moore's Sewing Center will be joining together for a very special "casual Friday" to help Lee National Denim Day celebrate 15 years of fighting breast cancer. Moore's Sewing Center is gearing up to participate in this grassroots program which has raised more than \$80 million for breast cancer research by simply asking the nation to put on their jeans for a \$5 donation to the Women's Cancer Programs of the Entertainment Industry Foundation (EIF).

This year, Lee National Denim Day is proud to partner with the Cancer Support Community, an international non-profit dedicated to providing support, education and hope to people affected by cancer.

Funds raised from participation in Denim Day® will support:

- Groundbreaking research at Lee Translational Laboratories nationwide to find less toxic, more effective treatments.
- Development of an early detection blood test in collaboration with the Breast Cancer Biomarker Discovery Project.
- Cancer Support Community centers nationwide which provide emotional and social support to cancer patients and their families.

"Our employees are always interested in participating in more charitable events, said Lisa Buller, Website Manager for Moore's Sewing Center. "Lee National Denim Day is easy and fun to do. Everyone gets to wear jeans to work in exchange for a \$5 donation and the money helps fight breast cancer, a cause that is very important to many of our employees."

Moore's Sewing Center will add their own flavor to Lee National Denim Day to commemorate their fundraising accomplishments and further the message of the importance of early detection.

"We are more grateful every year at the number of organizations like Moore's Sewing Center, who come together across the country and donate to make this grassroots program a continued success," said Liz Cahill, Vice President of Marketing Communications for Lee Jeans. "This year as we celebrate our 15th anniversary, we'd like to thank all the companies and people across the nation that has continued to participate in Lee National Denim Day and helped us contribute more than \$80 million in the fight against breast cancer."

To learn more about the exciting projects funded by Denim Day, visit Denimday.com.

About Lee Jeans

Lee® Jeans is a division of VF Corporation. (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 Lee National Denim Day®, one of the largest single-day fundraisers for breast cancer. For more information about Lee, visit www.lee.com.

The Entertainment Industry Foundation (EIF), as a leading charitable organization for the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Through its Women's Cancer Programs, EIF is funding some of the most promising breast cancer research, including Lee Laboratories nationwide focused on developing less toxic, more effective treatments and the Biomarker Discovery Project, a blood test for earlier detection of breast cancer.

For questions about EIF's Women's Cancer Programs and information about breast cancer, visit eifoundation.org or call 800-426-0010.