



VF CORPORATION APPOINTS TODD DALHAUSSER AS *ALTRA*® BRAND PRESIDENT

GREENSBORO, N.C. – November 20, 2018 – VF Corporation, a global leader in branded lifestyle apparel, footwear and accessories, today announced the appointment of Todd Dalhausser to the position of Brand President, *Altra*®, effective immediately. He will report to Steve Murray, Vice President, Strategic Products.

“The *Altra* brand has continually demonstrated its ability to disrupt and innovate the performance footwear market,” said Murray. “With Todd’s appointment, we will build on *Altra*’s innovative design technology, unique brand positioning and loyal consumer following to accelerate growth and deliver on our commitment to improve runners’ lives by making their footwear function more naturally.”

Dalhausser joins VF from Wolverine Worldwide, where he served as Senior Vice President of Sales for Saucony North America, one of the leading brands in the Running Specialty sector. Previously, he managed Saucony/Hind’s apparel business, where he oversaw design, development and product merchandising. He also held similar positions for both *Vans*® and Reebok.

Dalhausser earned his bachelor’s degree in sports administration from Trenton State College and is a board member of the Running Industry Association.

“I’m thrilled to join *Altra*, one of the industry’s most unique and differentiated footwear brands,” said Dalhausser. “Working with exceptional teams at *Altra* and across the broader VF portfolio, we will not only position *Altra* as a leader within the running industry, but we will also look to apply the brand’s technical capabilities across VF’s footwear and direct-to-consumer platforms.”

The appointment of Dalhausser as President of the *Altra*® brand provides an opportunity for Brian Beckstead, co-founder of *Altra*®, to assume a new role as Founder and Chief Marketing Officer. In this role, Beckstead will be responsible for all Product and Marketing for the brand. Beckstead will report to Dalhausser.

“Brian’s industry relationships and deep understanding of the consumers *Altra* serves, combined with his deep passion for the brand, make him ideally suited to oversee the areas of the business most critical to unlocking new opportunities and accelerating growth to drive *Altra*’s future success,” added Murray.

More information about the *Altra*® brand is available [here](#).

About *Altra*®

While working at a running store, *Altra* founder Golden Harper was frustrated that modern running shoe technology caused poor running form and had not decreased running injuries. His passion to create a shoe that followed the science produced *Altra*’s FootShape™ toe box and Zero Drop™ platform. Since its founding in 2011, Harper and co-founder Brian Beckstead have grown *Altra* from one to 30 shoe styles, winning multiple Editor’s Choice awards and distribution in more than 60 countries. Join the conversation @AltraRunning and #ZeroLimits on Twitter, Instagram and Facebook.

About VF

VF Corporation (NYSE: VFC) outfits consumers around the world with its diverse portfolio of iconic lifestyle brands, including *Vans*®, *The North Face*®, *Timberland*®, *Wrangler*® and *Lee*®. Founded in 1899, VF is one of the world's largest apparel, footwear and accessories companies with socially and environmentally responsible operations spanning numerous geographies, product categories and distribution channels. VF is committed to delivering innovative products to consumers and creating long-term value for its customers and shareholders. For more information, visit www.vfc.com.

#

VF Corporation Contact:

Craig Hodges
Vice President, Corporate Affairs
(336) 424-5636
Craig_hodges@vfc.com