

VF Outlet, Inc. Commences Implementation of Apex Decision's Markdown Optimization Solution to Increase Store Sales and Profitability

Pioneer of Outlet Store Concept Partners with Apex Decisions to Achieve Higher Revenue and Gross Margins.

SAVAGE, MN, 18-SEP-2005. VF Outlet, Inc. (VFO), a division of VF Corporation (NYSE:VFC), a leading branded apparel company, announced today that they have concluded an extensive pilot of Apex Decisions' Markdown Optimization Solution. Following the success of the pilot, VFO has decided to broaden the pilot across all of its 80 outlet stores with an even broader product-line. The solution will help the outlet stores to better manage inventory and improve profitability by making timely in-season price adjustments.

VF Outlet wanted to achieve a higher return on their investment dollars and better manage inventory. To achieve this goal, VFO needed a more advanced and effective approach to managing in-season inventory and pricing strategies. Traditionally, VF Outlets' pricing strategy has required the merchandising managers to spend time sifting through and analyzing large amounts of data which takes away from focusing their efforts on more strategic merchandising decisions. The executive team of VF Outlet turned to Apex Decisions to conduct a trial of their automated Markdown Optimization solution which frees up the merchandisers from the data-intensive, manual process and provides them with automated decisions using state-of-the-art techniques developed over several years of extensive research.

"Better in-season management presents a significant opportunity for us to provide customers with the best value in fashion merchandise, while increasing our profitability," said Steve Fritz, President of VF Outlet. "We were impressed with the ability of Apex Decisions Markdown Optimization Solution to help make our operations more profitable. The trial significantly surpassed the expectations we had when we first embarked on this journey."

"Right from the start we have been very impressed by Apex Decisions' focus on being flexible to our needs and requirements. They conducted a thorough analysis & developed a very good understanding of our business within a very short time span. The trial was conducted scientifically and was controlled to manage our risks and exposure. We were happily surprised by the fact that our financials demonstrated a 4.9% improvement in dollar sales while achieving a 28.9% improvement in gross margins, an extremely compelling story," stated Roger Spatz, Chief Financial Officer at VF Outlet. "With the busy season upon us, we are confident that a speedy, wide-scale roll out of this solution will be able to significantly impact our financials for this fiscal year."

"Apex Decisions, Inc. was very readily able to account for all of our business rules, practices and operational constraints. The team at Apex Decisions, Inc. was very cognizant and appreciative of our time commitments. The whole effort required us to spend very little time", said Kevin Goeltz, Division Merchandise Manager.

"The partnership with VF Outlet has been extremely satisfying. Their value-focused business model is poised to take advantage of our Markdown Optimization Solution while we continue to work together on expanding areas and applications of our technology within the organization," said Dr. Subhash Gupta, CEO & Chief Scientist of Apex Decisions, Inc.

VF Outlet is a chain of 80 outlet stores located across the nation and headquartered in Reading, PA. VF Outlet is a division of VF Corporation, a \$6.1 billion business headquartered in Greensboro, NC. VF Corporation is a leader in branded apparel including jeanswear, intimate apparel, sportswear, outdoor products and workwear. Their principal brands include Lee®, Wrangler®, Riders®, Rustler®, Vanity Fair®, Vassarette®, Bestform®, Lily of France®, Nautica®, Earl Jean®, John Varvatos®, JanSport®, Eastpak®, The North Face®, Vans®, Napapijri®, Kipling®, Lee Sport® and Red Kap® and many other known brands. For additional information, please see the company's Web site at www.vfo.com or www.vfc.com.

Apex Decisions, Inc. is headquartered in Savage, MN. Its mission is to deliver guaranteed measurable impact on client's financials. The team at Apex has over 16 years of experience in delivering revenue management solutions with significant top-line impact.

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