



Leading Apparel Company VF Corporation Selects Dassault Systemes' PLM Solution

Dassault Systèmes' V6 To Provide VF with Online Collaboration Environment for Global Product Development and Sourcing

LOWELL, Mass., March 30, 2010 — Dassault Systèmes (DS) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, today announced that VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, has selected Dassault Systemes' ENOVIA V6 PLM solution as its platform for global apparel development and sourcing. DS ENOVIA was chosen after a competitive review of leading PLM vendors and specialist apparel technology providers. ENOVIA V6 will provide VF an online collaboration environment to harmonize all product communities globally. VF sought a proven solution that would enhance collaboration while accommodating the Company's diverse product portfolio, global presence and growth plans.

"We target technology investments in strategic areas and Product Lifestyle Management is one of our key focus areas. We are pleased to begin this partnership with Dassault Systèmes. We chose Dassault Systèmes for the strength and flexibility of its current product offering and for future plans for PLM in the retail, footwear and apparel space," said Chris Hobson, Vice President of Business Systems for VF Corporation.

Dassault Systèmes' V6 PLM provides a high degree of flexibility to support VF's multi-brand portfolio. The software is highly configurable, incorporating industry best practices, while enabling unique solutions for each of VF's brands and their respective business models. By leveraging ENOVIA V6 for design, development, sourcing and production, VF can enhance its business processes from design to delivery by:

- Reducing the number of manual and disparate processes currently used to manage data
- Enabling collaboration on projects to better support the speed and scalability of innovation
- Reducing direct material costs and development times through strategic collaboration with suppliers and vendors

"VF Corporation is a company known for its strong consumer brands and product innovation. At a time when many organizations are cutting back their IT investments, companies like VF are recognizing the opportunity to invest in solutions that can help drive profitable growth through collaborative product innovation and cost-effective sourcing," said Mich Tellier, CEO, ENOVIA, Dassault Systèmes.

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About VF Corporation

VF Corporation is a global leader in branded lifestyle apparel with more than 30 brands, including *Wrangler*®, *The North Face*®, *Lee*®, *Vans*®, *Nautica*®, *7 For All Mankind*®, *Eagle Creek*®, *Eastpak*®, *Ella Moss*®, *JanSport*®, *lucy*®, *John Varvatos*®, *Kipling*®, *Majestic*®, *Napapijri*®, *Red Kap*®, *Reef*®, *Riders*® and *Splendid*®.

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.

About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 100,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA® for designing the virtual product - SolidWorks® for 3D mechanical design - DELMIA® for virtual production - SIMULIA® for virtual testing - ENOVIA® for global collaborative lifecycle management, and 3DVIA® for online 3D lifelike experiences. For more information, visit <http://www.3ds.com>.

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