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PVH Corp. and The V Foundation for Cancer Research Announce New Neckwear Line Benefiting Cancer Research

Tie Designs Inspired by Current and Past Sports Figures Available at Various Retailers on February 15th

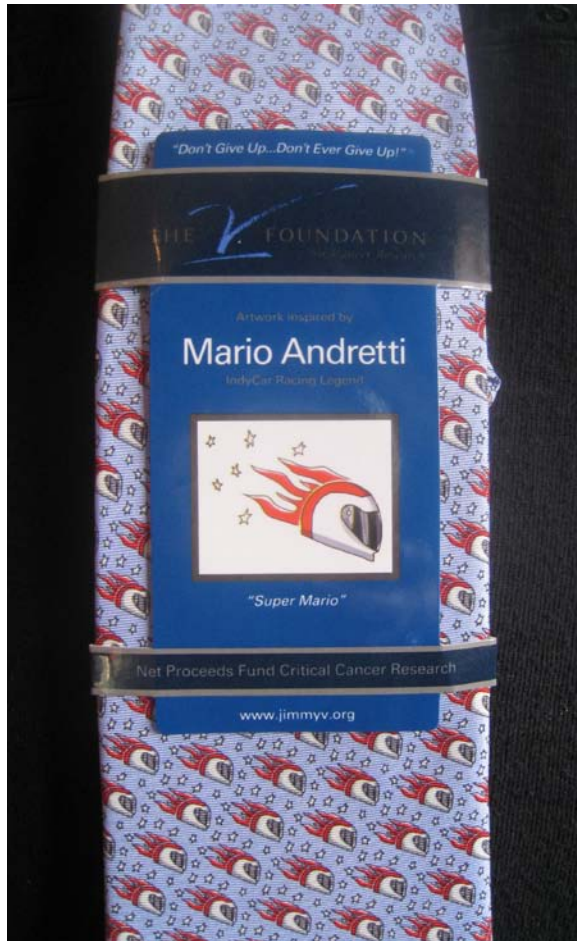


NEW YORK, Jan 30, 2012 (BUSINESS WIRE) -- PVH Corp., one of the world's largest apparel companies, and The V Foundation for Cancer Research, one of the nation's leading cancer research fundraising organizations, announced a new partnership to offer The V Foundation Neckwear Collection - a line of ties inspired by memorable current and past sports figures. The V Foundation Neckwear Collection will be available in major markets throughout the United States beginning February 15, 2012, with a portion of the net proceeds going to The V Foundation to fund critical cancer research and related programs at cancer centers nationwide.



"The opportunity is multi-dimensional," explained David Sirkin, President Neckwear, PVH Dress Furnishings. "We have the ability to support an important cause, create an emotional connection with our target consumer regarding iconic sports figures, as well as fill a void in the market for conversational neckwear."

The inaugural V Foundation Neckwear Collection offered by PVH will include images inspired by The V Foundation's founder and NCAA Championship coach Jim Valvano, NFL Hall of Fame wide receiver Jerry Rice, NHL Hall of Fame defenseman Bobby Orr, ESPN's personalities Dick Vitale and Chris Berman, Duke University's men's basketball head coach Mike Krzyzewski, and racing legend Mario Andretti. Each tie comes in a variety of color options. Throughout the year, additional offerings will be added to the Collection as additional sports figures provide designs.



"I've been a supporter of The V Foundation for a long time, and now, through my association with ESPN, I'm really excited to be directly affiliated with it," said Jerry Rice. "I had the honor of collaborating with PVH Corp. on this really unique charitable initiative by designing a tie to benefit The V Foundation. I love my tie, called 'Jerry Rice World', and the entire Collection."

The V Foundation Neckwear Collection will be available at 500 stores, including Kohl's, Macy's, and Belk. Additionally, the ties will be available on these retailers' websites and Amazon.com. The ties will have a suggested retail price of \$40.

"The V Foundation is proud of our partnership with PVH Corp. in producing and promoting this exciting neckwear line," said Nick Valvano, CEO of The V

Foundation. "This relationship will build awareness for cancer research and contribute to The V Foundation's mission of funding essential cancer research nationwide."

For more information about the partnership between PVH Corp. and The V Foundation as well as details on where to purchase the The V Foundation Neckwear Collection, please visit www.jimmyv.org/vties.

About The V Foundation

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$120 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. Administrative and fundraising expenses are paid by the Foundation's endowment. The Foundation awards grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

About PVH Corp.

PVH Corp., one of the world's largest apparel companies, owns and markets the iconic Calvin Klein and Tommy Hilfiger brands worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, Van Heusen, Calvin Klein, Tommy Hilfiger, IZOD, ARROW, Bass and G.H. Bass & Co., and its licensed brands, including Geoffrey Beene, Kenneth Cole New York, Kenneth Cole Reaction, MICHAEL Michael Kors, Sean John, Chaps, Donald J. Trump Signature Collection, JOE Joseph Abboud, DKNY, Ike Behar and John Varvatos.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50149777&lang=en>