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KONTOOR™

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# Wrangler® Reels in Fishing Styles with New ATG Wrangler AnglerTM Collection and Will Serve as the Official Sponsor of the Major League Fishing Bass Pro Tour in 2022

*As interest in recreational fishing soars, the ATG Wrangler Angler™ Collection expands on the success of the All Terrain Gear - ATG by Wrangler® line with quality fishing pieces*

GREENSBORO, N.C.--(BUSINESS WIRE)--*Wrangler®*, a global icon in jeanswear and casual apparel, today announced the expansion of its successful *All Terrain Gear by Wrangler*™ line of outdoor and athleisure apparel to include high-performance fishing styles with the launch of the *ATG Wrangler Angler™ Collection*. Designed for functionality, comfort and durability, the collection meets the unique needs of anglers everywhere, incorporating key features including increased ventilation, stretch and range of motion.

"*Wrangler* was born as an outdoor brand. With the launch of the*ATG Wrangler Angler Collection*, we are harnessing our unique understanding of the importance of durability and versatility for outdoor apparel, to bring style and comfort to the sportfishing space," said Tom Waldron, EVP, Co-Chief Operating Officer, Global Brand President – *Wrangler*. "At *Wrangle*r we are committed to strategic growth that is true to our roots. We are excited to continue to grow our outdoor collection to meet the dynamic needs of outdoor enthusiasts."

Building off features and attributes of the men's and women's *ATG by Wrangler* line, the dual-gender *Wrangler Angler™ Collection* couples performance with effortless style to take consumers from the office to the outdoors. Key products available in the *ATG Wrangler Angler Collection* include:

- The Men's LS Sun Performance Sun Shirt, Hike-to-Fish SS Shirt, and LS Angler Shirt and Women's Hooded Sun Tee and LS Angler Shirt, all of which feature moisture-wicking fabric and UPF protection.

- The Men's Angler Short and Angler Utility Short, which feature increased stretch and range of motion.

- The Women's SS Angler Dress, which offers lightweight material that provides breathability and comfort, as well as increased ventilation for warm days on the water.

Aligning with the launch of the*ATG Wrangler Angler™ Collection, Wrangler* has aligned

itself as a sponsor of Major League Fishing, the world's largest tournament fishing organization and premier outdoor entertainment brand. *Wrangler* will serve as the Official Sponsor of the Major League Fishing Bass Pro Tour.

"We're thrilled to be working with *Wrangler* this year and are proud to associate with a brand that's helping to address some of the biggest issues that anglers face when shopping for typical fishing attire," said Jim Wilburn, President and CEO of Major League Fishing. "The collaboration was a natural fit for Major League Fishing, as the *Wrangler* brand feels synonymous with what we and the sport are all about – hard work, an adventurous spirit and courageous individuality."

Apparel from the *ATG Wrangler Angler™ Collection* is available on Wrangler.com and at retailers nationwide, including Amazon. Retail prices range from $28.99- $55.99. To learn more about the *ATG Wrangler Angler™ Collection*, visit www.wrangler.com.

**About *Wrangler*®**

*Wrangler*®, of Kontoor Brands (NYSE: KTB), has been an icon in authentic American style for 75 years. With a rich legacy rooted in the Western lifestyle, *Wrangler* is committed to offering superior quality and timeless design. Its collections for men, women, and children look and feel great, inspiring all those who wear them to be strong and ready for everyday life. *Wrangler* is available in retail stores worldwide, including flagship stores in Fort Worth and Greensboro, department stores, mass-market retailers, specialty shops, top western outfitters, and online. For more information, visit Wrangler.com.

**About Major League Fishing**

Major League Fishing (MLF) is the world's largest tournament-fishing organization, producing more than 250 events annually at some of the most prestigious fisheries in the world, while broadcasting to America's living rooms on CBS, the Discovery Channel, the Outdoor Channel, CBS Sports Network, the World Fishing Network, and on-demand on MyOutdoorTV (MOTV). Headquartered in Tulsa, Oklahoma, with offices in Benton, Kentucky, the MLF roster of bass anglers includes the world's top pros and more than 30,000 competitors in all 50 states and 13 countries. In 2019, MLF expanded its portfolio of catch, weigh, and immediately release events to include the sport's strongest five-biggest-fish format tournament circuits. Since its founding in 2011, MLF has advanced the sport of competitive fishing through its premier television broadcasts and livestreams and is dedicated to improving the quality of life for bass through research, education, fisheries enhancement, and fish care.

Major League Fishing – WE ARE Bass Fishing™