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**THE LEVI'S® BRAND ANNOUNCES ITS SEMI-ANNUAL END OF SEASON SALE STARTING 30 DEC 2011
IN EXCLUSIVE STORES ACROSS INDIA**

Fabulous Flat Discounts for shoppers: 40% OFF on 2 or more discounted garments

BANGALORE (DECEMBER 30, 2011) – The Levi's® brand kicks off its semi-annual End Of Season Sale in India on the 30th of December, just in time for shoppers to get great discounts on the New Year's Even outfits.

With massive discounts available in stores, shoppers stand to get bigger discounts when they shop for more:

- Flat 40% Off on 2 or more discounted apparel products with a Red Tag
- Flat 30% Off on 2 or more discounted apparel products with an Orange Tag
- Flat 20% Off on 1 discounted apparel product
- Special Deal-Of-The-Day discounts available in stores

The Levi's® Sale is on for a short while only – so Rush Now and assure yourself of getting the best merchandise!

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognized and imitated clothing items in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit www.levi.in & www.levistrauss.com.

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