

LEVI STRAUSS & CO. SEEKS ORIGINAL INNOVATIVE AIR-DRYING SOLUTIONS

*Company launches US\$10,000 green design contest;
submit your entries at www.levi.com/care from now to July 31, 2010*

SINGAPORE (June 2, 2010) -- Levi Strauss & Co. is asking consumers to let all their good green laundry ideas hang out. From now till July 31, 2010, green pioneers and inventors can submit original air-drying solutions as part of the company's global "Care to Air" contest, with a chance to win \$10,000 in prizes. The company is looking for the next generation of air drying design ideas that will improve or replace the typical clothesline. Winners will be announced on August 16. The details of the contest are available on www.levi.com/care.

According to Levi Strauss & Co.'s research on the lifecycle of its core products, line drying is one of the best ways consumers can reduce the climate change impact of their clothes. However, machine drying is still used around the world, particularly in countries with temperate climates.

With its "Care to Air" contest, the company is working to make air drying an all year-round viable option, changing the way people dry their clothes. In engaging consumers to reduce the environmental impact of their clothes, the company is also introducing a new care label in its Levi's® products around the world instructing consumers to wash cold, line dry and donate the jeans when they are no longer needed.

"We know that simple changes in laundry habits can have a big effect on the climate change impact of clothes. With this contest, we're looking for pioneering designs that will help people around the world think differently about air drying. We're seeking ingenious solutions that will make air drying an attractive sustainable solution for everyone," says Tod Gimbel, Senior Director for Corporate Affairs, Levi Strauss Asia Pacific Division.

The Levi's® "Care to Air" contest will accept submissions with partner Myoo Create, an online crowdsourcing platform. Myoo Create hosts competitions that allow mass collaboration in pursuit of a better future. Anyone from any country can participate in this open competition by either submitting a design or voting on

a favorite submitted design.

Submissions will be narrowed down to five finalists in early August, including three “crowd favorites” chosen by the Myoo community as well as two all-around favorites chosen by a panel of eco-innovator judges. The five finalists will present their designs on August 16 in San Francisco to the judges. Further details about the contest and contest rules can be found at www.levi.com/care.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers® and Signature by Levi Strauss & Co.™ brands. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. The company's Asia Pacific Division was established in 1995 in Singapore. It comprises local subsidiary businesses, licensees and distributors selling its products in 39 countries in Asia Pacific and Southern Africa. For more information, go to <http://levistrauss.com> or visit the new company blog, Unzipped, at <http://levistrauss.com/blogs>.

About Levi's®

The Levi's® brand epitomizes classic American style and effortless cool. Invented by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing 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, casual clothing and accessories is 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 <http://levi.in>

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