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LEVI STRAUSS & CO. TO WEBCAST

FOURTH-QUARTER AND FISCAL YEAR 2011 EARNINGS CONFERENCE CALL

SAN FRANCISCO (February 1, 2012) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the fourth quarter and fiscal year ended November 27, 2011. The call will be held on Tuesday, February 7, 2012 at 1:00 p.m. Pacific/4:00 p.m. Eastern Time, and will be hosted by Chip Bergh, president and chief executive officer, and Blake Jorgensen, executive vice president and chief financial officer.

To access the live webcast, please visit <http://www.levistrauss.com/investors/earnings-webcast> or dial-in to listen to the live call at: 800-891-4735 in the United States and Canada, or 973-200-3066 internationally; I.D. No. 45715814

A same day replay of the Webcast will be available on <http://www.levistrauss.com/investors/earnings-webcast> at approximately 4:00 p.m. Pacific on February 7, 2012 and archived on the site for one month. A telephone replay is also available through February 14, 2012, at 800-585-8367; I.D. No. 45715814.

To access the news release on February 7, 2012, please visit <http://www.levistrauss.com/news/press-releases>.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen™ brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and franchised and company-owned stores. As of August 28, 2011, the company operated 499 stores within 31 countries. Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.