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LEVI STRAUSS & CO. TO WEBCAST

THIRD-QUARTER EARNINGS CONFERENCE CALL

SAN FRANCISCO (October 3, 2012) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the third quarter ended August 26, 2012. The call will be held on Tuesday, October 9, 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 Kevin Wilson, interim 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. 33420397.

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 October 9, 2012 and archived on the site for one month. A telephone replay is also available through October 15, 2012, at 800-585-8367; I.D. No. 33420397.

To access the news release on October 9, 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 a global footprint of more than 2,300 franchised and company-operated stores. Levi Strauss & Co.'s reported fiscal 2011 net revenues were \$4.8 billion. For more information, go to <http://levistrauss.com>.