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THE LEVI'S® BRAND APPOINTS NEW GLOBAL VICE PRESIDENT OF STRATEGY

SAN FRANCISCO (August 2, 2011) – The Levi's® brand today announced it has appointed Beto Guajardo as its new global vice president of strategy. In this role, Guajardo will be responsible for leading the development and execution of the brand's growth strategy and global business development.

"Levi's® jeans and the people who wear them embody the energy and events of our times. The brand is more relevant to consumers today than it has ever been," said Robert Hanson, president of the global Levi's® brand. "Beto's innovative and strategic approach makes him the ideal leader to leverage these exciting times to drive long-term profitable growth."

Guajardo brings extensive global experience in expanding product lines, building business in developing international markets, such as India and Russia, and creating compelling sales campaigns. Most recently, he served as vice president of North America strategy for Avon where he was responsible for developing innovative and transformational solutions to deliver top-line revenue growth and operating profit. During his tenure at Avon, Guajardo also held the roles of vice president of global sales strategy and vice president of Asia Pacific strategy and new business development.

"I am energized by the opportunity to work with and help grow one of the world's most iconic and dynamic brands," said Guajardo.

Guajardo's previous experience also includes leadership roles at McKinsey & Company, Alticor, Inc. and Deloitte Consulting. Guajardo received an MBA from J.L. Kellogg Graduate School of Management at Northwestern University and a B.S. from University of Illinois.

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About the Levi's® Brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention

by Levi Strauss & Co. 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 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.com.

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 May 29, 2011, the company operated 498 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>