

**Are You Ready to Come Clean Sweepstakes
Official Rules 2015**

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID ANYWHERE OUTSIDE OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, AND WHEREVER PROHIBITED OR RESTRICTED BY LAW.

1. **Eligibility:** The Are You Ready to Come Clean Sweepstakes (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States (inc. D.C.), who are at least eighteen (18) years of age or older, or the age of majority in their jurisdiction of residence, at the time of their entry. Employees, directors and officers of Levi Strauss & Co. (“Sponsor”), and any of their respective affiliates, franchisees, parents, subsidiary companies, and advertising and promotion agencies (collectively, the “Released Parties”), and members of the immediate families (spouses, parents, children, and siblings and their respective spouses, regardless of where they reside), and/or those living in the same household, of any of the foregoing are not eligible. Void where prohibited, or otherwise restricted by law. The Sweepstakes is subject to all applicable federal, state and local laws. By participating in the Sweepstakes, you agree that: (1) you have read and understand these Sweepstakes Official Rules 2015, as posted at <http://levistrauss.com/wp-content/uploads/2015/03/ComeCleanRules.pdf>, along with Sponsor's Terms and Conditions of Use and Privacy Policy, as published at <http://www.levistrauss.com> which are hereby incorporated by reference hereto (collectively, the “Official Rules”); (2) you meet the eligibility requirements as explained in the Official Rules; (3) you accept and agree to be bound by the Official Rules; (4) you unconditionally accept and agree to comply with and abide by the decisions of Sponsor, whose decisions shall be final and binding in all respects; and (5) you agree to release and hold harmless each of the Released Parties and their respective agents, employees, officers, directors, successors and assigns, against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or the use or misuse or redemption of a prize, and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related cause of action.

2. **Sweepstakes Entry Period:** The Sweepstakes entry period begins at 9:00:00 AM Eastern Time (“ET”) on March 17, 2015 and ends at 11:59:59 PM ET on April 22, 2015 (the “Sweepstakes Period”).

3. **How To Enter:** There are twenty (20) prizes to this Sweepstakes and one (1) possible method of entry, as detailed below. Limit one (1) Sweepstakes entry per day during the course of the Sweepstakes Period. Each person is only eligible to win once regardless of number of entries and method of entry, throughout the Sweepstakes Period

All entries must be in compliance with these official rules, including, without limitation, the submission requirements (“Submission Requirements”) detailed below.

1) Entry Via Twitter: In order to enter via this method, you must have a non-private Twitter account. If you do not have a non-private account, there is no cost to create one at <https://www.twitter.com/>. Please note that you must agree to comply with the Twitter Terms of Service (<https://twitter.com/tos>) and Privacy Policy (<https://twitter.com/privacy>) in order to create your Twitter account. Once you have such an account, you must take the Are You Ready to Come Clean quiz available at <http://www.levi.com/MadeOfProgress> and share your results using hashtag #WashLessPledge.

Proof of submission of entry does not constitute proof of delivery or entry during the Sweepstakes Period. All entries become the property of Sponsor and will not be returned. Multiple entrants are not permitted to share the same email address or account. Incomplete entries, entries by script, macro or other automated means, or entries that do not fully comply with these official rules, including without limitation, the Submission Requirements, or which subvert the entry process, in the sole discretion of Sponsor, will not be eligible. All entries must be received during the Sweepstakes Period to be eligible. The computer clock of the Sponsor is the official timekeeping device. Each entrant is solely responsible for any and all uses of his/her registered Internet service account(s). In the event of any dispute concerning the identity of any entrant, the relevant entry will be deemed submitted by the authorized account holder of the Twitter account, as applicable, used to enter.

4. **Submission Requirements for the Sweepstakes:**

Entries must, in Sponsor’s sole discretion:

- Be written in English;
- Be entrant’s original creation;

Entries must NOT, in Sponsor’s sole discretion:

- Contain material that, in the sole discretion of Sponsor:
 - Disparages any person, Sponsor and/or any of its affiliates’ products, competitors, or any of the Released Parties affiliated with sponsoring, promoting or administering this Sweepstakes, or other companies;
 - Violates or infringes upon the copyrights, trademarks, or privacy, property, publicity or other intellectual property rights of any person or entity;

- Includes brand names, copyrighted work or trademarks/logos that may infringe on rights of any third party. The entry may include Sponsor's brand name, copyrighted works or trademarks/logos, which entrant is hereby granted a limited license to use solely for the purpose of creating and submitting an entry to this Sweepstakes.
- Is hateful, tortuous, defamatory, slanderous or libelous;
- Promotes bigotry, racism, sexism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
- Contains any personal identification, such as personal names, phone numbers or e-mail addresses, without permission;
- Promotes illegal drugs or activity;
- Promotes any activities that may appear unsafe or dangerous;
- Is unlawful or in violation of any law;
- Contains any nudity, sexually explicit, lewd, offensive, disparaging or other inappropriate content, as determined by Sponsor;
- Is unsuitable to be entered into this Sweepstakes for any reason whatsoever, at Sponsor's sole discretion; and/or
- Communicates messages or images inconsistent with the positive images and/or good will to which Sponsor and/or the Released Parties wish to associate, in Sponsor's sole discretion.

* IMPORTANT NOTE: Any entrant who incorporates any intellectual property owned by a third party into his/her entry, does so at their own risk. Further, no entrant will be eligible to receive a prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's entry has been or can be sufficiently cleared for legal purposes. Entries that do not comply with the Submission Requirements will not be accepted and at all times will be subject to rejection and/or disqualification at the Sponsor's sole discretion.

5. **Winner Selection/Prizes:** On approximately March 26, April 6, April 15 and April 23 sponsor will randomly select five (5) winners from all eligible Entries received. Each winner will receive a Levi's brand gift certificate for one hundred dollars (\$100).

6. **General Prize Conditions:** The total value of all prizes available to be awarded in this Sweepstakes is two thousand dollars (\$2,000). The decisions Sponsor are final and binding on all matters relating to this Sweepstakes. There is a limit of one (1) Prize per person, throughout the entire Sweepstakes Period. In no event will Sponsor be responsible for awarding more than the stated number of prizes herein. Prize conditions may be added or modified by companies providing those portions of the prize. The prize restrictions/conditions stated herein are not all-inclusive. No transfer, substitution or cash equivalent for any prize, in whole or in part, will be permitted, except at Sponsor's sole discretion due to prize unavailability for any reason, and only then for a prize of greater or equal value determined by Sponsor shall be allowed. Sponsor is not responsible for and will not replace lost gift cards.

7. **Prize Winner Notification/Verification:** The Prize winners must comply with these Official Rules as published in order to be confirmed as an official winner and accept his/her prize. On the same day or on or about one (1) day after the Winner Selection dates, Sponsor will notify the potential Prize winners, via an @mention from @LeviStraussCo to the potential Prize winner's Twitter Account. Upon notification or notification attempt, the potential Prize winners will be required to respond to the email address provided, accepting the prize and providing his/her physical address for prize delivery purposes, within three (3) calendar days of such notification or notification attempt, or the prize will be forfeited, and an alternate potential prize winner will be selected and notified. Upon notification or notification attempt, the potential Prize winner will be required to respond to such direct message to the email address provided, accepting the prize and then will be required to, as a condition of verification, sign and return an Affidavit of Eligibility, Acceptance, Publicity (where lawful) and Liability Release ("Release") all within three (3) calendar days, as well as meet all criteria in such release. Sponsor will attempt to contact the potential prize winner two (2) times during the three (3) calendar day period. If in any instance, notification attempt(s) for a potential prize winner fail for any reason, or if a potential prize winner is found to have not complied with these Official Rules, such prize will be forfeited and an alternate potential prize winner will be selected from among remaining eligible Entries, if any. Acceptance of a prize constitutes permission for the Sponsor and its designees to use the name, Twitter account information, actual or simulated likenesses, biographical information, city, state, opinions, and prize information of prize winner in connection with the Sweepstakes and the marketing efforts thereof (including, without limitation, for advertising and promotional purposes), in perpetuity, throughout the universe, in all media, without additional compensation, unless prohibited by law. Further, winner shall indemnify the Released Parties from any claims, damages, liabilities and expenses (including reasonable legal fees) arising from breach of these Official Rules. In the event of a dispute as to any prize winner, the authorized account holder of the email address used to register at www.twitter.com will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

8. **General Terms:** Noncompliance with any of these Official Rules may result in disqualification. Sponsor assumes no

responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error, which may occur in the judging of the entries in this Sweepstakes. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or other services, or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including, without limitation, any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in/for this Sweepstakes. Sponsor is not responsible for any typographical or other error in administration of the Sweepstakes, or in the announcement of the prize winner. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted where Sponsor sees fit, and the prizes will be awarded via random drawing from among all eligible entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by Sponsor. All interpretations of these official rules and decisions by Sponsor are final. No software-generated, robotic, programmed, script, macro or other automated entries are permitted. Sponsor reserves the right in its sole discretion to disqualify any individual they suspect or find: (i) to have tampered with the entry process or the operation of this Sweepstakes; (ii) to be acting in violation of these Official Rules; (iii) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (iv) to have provided inaccurate information on any legal documents/representations submitted in connection with this Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR APPLICATION OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE CALIFORNIA COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF CALIFORNIA SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. Entrants agree that the Released Parties shall not be responsible or liable for, and hereby release the Released Parties from, any claims, losses, damages or injuries of any kind (including death) resulting, in whole or in part, directly or indirectly, from participation in the Sweepstakes or any Sweepstakes-related activity, or from acceptance, receipt, possession and/or use/misuse or inability to use a prize. The Released Parties shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience or irregularity that may be caused or contributed to (1) by any wrongful, negligent or unauthorized act or omission on the part of any of their agents, servants, employees or independent contractors; (2) by any wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the Released Parties; or (3) by any other cause, condition or event whatsoever beyond the control of the Released Parties. Failure of Sponsor to enforce any provision herein shall not be deemed a waiver of such. Sponsor reserves the right to modify these rules for clarification or equitable purposes without materially affecting the terms and conditions of the Sweepstakes. UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANTS HEREBY WAIVE ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL, OR CONSEQUENTIAL DAMAGES. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. In the event that any of the provisions of these Official Rules shall be held by a court or other tribunal of competent jurisdiction to be illegal, invalid or unenforceable, such provisions shall be limited or eliminated to the minimum extent necessary so that these Official Rules shall otherwise remain in full force and effect.

9. **Request for the Names of Winner:** For the name of the prize winner, available after the Sweepstakes Period has ended send a self-addressed stamped envelope, to be received by 09/01/15, to: Michelle Wright, c/o Levi Strauss & Co. Corporate Communications, 1155 Battery Street, San Francisco, California, 94111.

10. **Sponsor:** Levi Strauss & Co., 1155 Battery Street, San Francisco, CA 94111

Levi Strauss & Co. is the sole Sponsor of this Sweepstakes. All trademarks are property of their respective owners.

This Sweepstakes is in no way sponsored, endorsed, or administered by, or in association with Twitter.

Mandates

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<http://levistrauss.com/wp-content/uploads/2015/03/ComeCleanRules.pdf>. Sponsor: Levi Strauss & CO, LLC, 1155 Battery Street, San Francisco, CA 94111.