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LEVI STRAUSS FOUNDATION DONATES ADDITIONAL \$150,000 HUMANITARIAN GRANT TO HELP EARTHQUAKE VICTIMS IN JAPAN

SAN FRANCISCO (March 18, 2011) – The Levi Strauss Foundation today announced a donation of an additional \$150,000 toward emergency relief efforts to help flood and earthquake victims in Japan, bringing its total donation amount to \$200,000.

“Our thoughts are with the citizens of Japan, and the communities directly impacted by the earthquake,” said Daniel Lee, the executive director of the Levi Strauss Foundation. “We’re supporting organizations working on the ground to provide immediate relief in the short term and to rebuild the affected areas over the long term.”

The Levi Strauss Foundation donated \$100,000 to the Central Community Chest of Japan, part of the United Way worldwide network, and \$50,000 to the Japan Multicultural Relief Fund. These organizations are providing immediate aid and will help with long-term rebuilding efforts. In addition, the company is matching all employee contributions to disaster relief efforts in Japan.

The Levi Strauss Foundation made an initial \$50,000 grant the morning of the earthquake to the International Red Cross to support immediate on-the-ground relief.

For nearly 60 years, the Levi Strauss Foundation has been committed to bettering global communities where the company has a business presence. The company has a long history of supporting disaster relief dating back to the Great Fire of 1871 in Chicago. Since 2001, Levi Strauss & Co., together with the Levi Strauss Foundation, has given nearly \$3 million in disaster relief grants.

About the Levi Strauss Foundation

Established in 1952, the Levi Strauss Foundation is an independent private foundation that provides grants to community based organizations working to create meaningful social change. The Foundation funds programs worldwide that advance the human rights and well-being of underserved people where Levi Strauss and Co. (LS&Co.) has a business presence. Levi Strauss Foundation giving is guided by a belief in empowering individuals and communities; a resolve to address social biases and inequalities and their impact on people and communities; and a commitment to work with other funders and encourage the collaborative efforts of its grantees.

