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LEVI STRAUSS & CO. SIGNS ON AS OFFICIAL PARTNER OF SUPER BOWL 50 HOST COMMITTEE

***Grammy Winning Artist Alicia Keys Among Headliners on The City Stage presented by Levi's®;
Limited Edition Product Available to NFL Fans and Super Bowl Attendees***

SAN FRANCISCO (January 6, 2016) – Levi Strauss & Co. (LS&Co.) announced today that the iconic Bay Area company will be an official founding legacy partner of the San Francisco Bay Area Super Bowl 50 Host Committee. As naming rights sponsor of Levi's® Stadium, the site of Super Bowl 50 in Santa Clara, the Levi's® team will work with the Host Committee to help bring football fans a variety of exciting experiences – from live music to interactive events – throughout Super Bowl Week. The Levi's® brand will also draw on its history of outfitting fans by releasing a limited edition Super Bowl 50 Collection, available for purchase in limited quantities during Super Bowl week, exclusively.

"As a company born and raised in San Francisco, we're excited to partner with the Super Bowl 50 Host Committee to bring this momentous event to our home turf," said Chip Bergh, President & Chief Executive Officer of Levi Strauss & Co. "We've been dressing fans for game day for 50 years and expect Super Bowl 50 to be an epic highlight. We look forward to providing fans around the world and visitors to the Bay an unforgettable experience."

As part of its partnership, the Levi's® brand will be the presenting sponsor of the Host Committee's main entertainment stage – The City Stage presented by Levi's® - which will be one of the featured destinations of Super Bowl City. Located in Sue Bierman Park in San Francisco, The City Stage will showcase a wide variety of free live musical, cultural and performing arts entertainers. Fifteen-time Grammy Award winning superstar Alicia Keys will headline and close out the festivities on Saturday, February 6th. Additional performers and the stage schedule will be announced in the coming weeks. Super Bowl City is being designed to showcase the best the Bay Area has to offer, with interactive games and activities that highlight the region's technological prowess, culinary excellence and cultural diversity.

"With Levi's® partnership, we're thrilled to be able to work with a company that has such a deep connection to the Bay Area and its values of innovation and generosity of spirit," said Keith Bruce, CEO of the Super Bowl 50 Host Committee. "Together, we look forward to providing our Super Bowl City guests with unique, engaging experiences that are right in style with the milestone Super Bowl 50."

As the Levi's® brand continues to expand its sportswear offerings, the brand will celebrate Super Bowl 50 by releasing a limited edition Levi's® Super Bowl 50 Collection. The collection will offer both men's and women's apparel marrying classic Levi's® fabrics and styles with NFL marks such as: Wool Varsity Jacket, Denim Satin Jacket, AFC Denim Satin Jacket, NFC Denim Satin Jacket, Western Shirt, Levi's® X New Era Leather Denim Cap and Levi's® X New Era Wool Denim Cap all featuring the Super Bowl 50 logo – giving fans another way to "Live in Levi's®" long after the big game.

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The Levi's® X 49ers Collection first launched at the start of the 2014-15 NFL season with a collection of team apparel designed to pay homage to the San Francisco 49ers' inaugural season in Levi's® Stadium. This fall, the Levi's® NFL Collection was expanded to include six additional teams (Chicago Bears, Denver Broncos, Green Bay Packers, New England Patriots, New York Giants and New York Jets) to give more fans a chance to support their favorite team.

The Levi's® Super Bowl 50 Collection will be available to fans on January 30th at the Levi's® San Francisco flagship store at 815 Market Street and special locations around San Francisco including the Levi's® Lot in Super Bowl City, the NFL Shop at Moscone Center, the Levi's® Store at Valley Fair and the Levi's® Store at Levi's® Stadium. The collection will also be available to fans around the nation at www.levi.com.

As Super Bowl 50 approaches, the Levi's® brand will announce additional activities and experiences available to fans.

ABOUT THE SUPER BOWL 50 HOST COMMITTEE

About the San Francisco Bay Area Super Bowl 50 Host Committee: Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl 50 Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl Village, public exhibits and planning of game day logistics. The Host Committee seeks to make Super Bowl 50 the most giving ever, and is investing in Bay Area community initiatives and high-performing nonprofits through the 50 Fund, its signature philanthropic fund. To be hosted in the state-of-the-art Levi's® Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.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. TM, 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 approximately 2,700 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2014 net revenues were \$4.8 billion. For more information, go to <http://levistrauss.com>.

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