

THOUSANDS OF LEVI STRAUSS & CO. EMPLOYEES AROUND THE WORLD VOLUNTEER IN GLOBAL DAY OF SERVICE

SAN FRANCISCO (May 5, 2011) — Around the world from Milwaukee to Sao Paolo and from the Dominican Republic to China, employees from Levi Strauss & Co. are dedicating a day of service and giving back to their communities.

Today marks the eleventh year Levi Strauss & Co. employees are taking a day off of work and rolling up their sleeves to volunteer at non-profit organizations that share the company's focus on sustainability, equality and the fight against HIV/AIDS.

As part of its annual Community Day, thousands of employees will participate in 130 community projects in 30 countries worldwide.

"By engaging in a global day of service, we're carrying on our 158-year-old tradition of giving back to our communities," said John Anderson, president and CEO of Levi Strauss & Co. "This year, we're doing our part to address the global water supply challenge by taking on more projects related to water conservation and sustainability."

In San Francisco, more than 800 employees will volunteer in 27 local community projects including:

- Partnering with Goodwill to sort and donate sample clothing and scraps from a giant pile of more than 5,000 pairs of jeans and khakis. The program will divert waste from the landfill and help educate employees about the company's policies regarding reuse and recycling of un-used products and samples.
- Building clothes drying racks for community partners as part of the company's commitment to reducing ozone emissions by encouraging clothes-line drying. The drying racks were designed by Caleb Hill, the winner of the company's "Care to Air" line-drying design contest. Last year, the Levi's® brand changed care tags in all of its jeans to promote washing in cold, line drying and donating when no longer needed.
- Installing a drip irrigation system in the Edgewood Children's Center learning garden; consulting with women entrepreneurs at La Cocina, an organization that cultivates low-income food entrepreneurs; and training girls at local schools to help some of the world's hardest-to-reach adolescent girls through Girl Up, a United Nations Foundation campaign.

CEO John Anderson will join a team of volunteers in Vietnam to help install a water cleaning system for the Ninh Binh Foster Home that will provide safe drinking and cooking water for residents. The project gives back to the community of Ninh Binh, where a company-owned finishing facility employs 700 local community members. This water treatment system was installed in partnership with WARECOD, which works to improve the lives and livelihoods of Vietnam's riverine communities.

Additional examples of other projects around the world include:

- Constructing dry toilets and maintaining water tanks in Mexico City, Mexico.
- Helping women entrepreneurs set up their businesses in Uruguay.

- Cleaning and gardening at a school in Bangalore, India.
- Leading arts and crafts projects for children with HIV/AIDS in Johannesburg, South Africa.

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 February 27, 2011, the company operated 482 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>.

CONTACT:

Rebecca Youngs
Levi Strauss & Co.
ryoungs@levi.com
415-501-6903

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