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THE LEVI'S® BRAND IS NAMED THE #1 JEANS BRAND BY GOODGUIDE

GoodGuide launches its first-ever apparel category, giving consumers information about the environmental and social impact of clothing brands

SAN FRANCISCO (February 22, 2011) – The Levi's® brand announced it has been ranked first in the denim category by GoodGuide, an independent website that provides consumers with expert ratings and information about the health, environmental and social impact of products and companies. The original denim brand as well as the Dockers® brand, both ranked as one of the top five apparel brands overall, with a score of 7.4 out of 10.

Today GoodGuide launched its first-ever rating system for apparel companies, assessing 118 brands on a number of key metrics including overall environmental efforts, sustainable material use, integration of lifecycle approach to product design, management of supply chain, restricted substance program, and vigilance in monitoring manufacturers and working conditions, among other things.

"We don't have nutrition labels on clothing yet, but GoodGuide is the first independent company to give consumers data to make informed comparisons about the clothes they purchase," said Michael Kobori, Vice President of Social and Environmental Sustainability for Levi Strauss & Co. "We believe that increased transparency is the best way to empower consumers to support brands that are creating products in a thoughtful way."

To view GoodGuide.com's comprehensive rating on apparel brands, please visit
<http://www.goodguide.com/categories/277459-apparel>.

For more than two decades, Levi Strauss & Co. has been a leader on social and environmental issues. The company was the first apparel company to establish a comprehensive workplace code of conduct (Terms of Engagement) for manufacturing suppliers, setting standards and addressing the important issues of child labor, forced labor, disciplinary practices, working hours, wages and benefits, freedom of association, discrimination as well as health and safety. In the fall of 2010, LS&Co, along with H&M, led a global ban on the practice of sandblasting in the retail industry, a practice that when done incorrectly, can cause serious health issues for workers.

LS&Co.'s commitment to environmental leadership remains a priority. The company was the first to establish environmental requirements for suppliers, guidelines on water quality, and restrictions on the substances that can be used to make its clothes. To determine where even greater environmental improvements could be made, the company studied every stage in the life cycle of a typical pair of Levi's® 501® jeans and discovered that the largest water impact comes from the cotton growing process and through the laundry habits of consumers after they leave our stores. As a company, LS&Co. is making strides in these key areas – from supporting more sustainable ways to grow cotton to monitoring how suppliers use water in the manufacturing process.

Most recently, the Levi's® brand unveiled the "Care Tag for Our Planet" campaign, changing the global product care tags in Levi's® jeans to include instructions about ways consumers can reduce the environmental impact of their clothes by washing less, washing in cold water, line drying and donating to Goodwill™ when no longer needed. Last month, the Levi's® brand furthered its environmental efforts by launching Water<Less™ jeans, a collection of denim made using significantly less water in the finishing process.

About the Levi's® brand

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

The Dockers® brand has embodied the spirit of khaki for more than twenty years. Quality? Always. Authenticity? Check. Dockers® makes khakis that do their job so you can do yours. They're talking good-looking pants in a full range of fits, and the essential goods to go with them, for men and women. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. In over forty countries around the world. Wearing the pants has never looked so good. For information on the Dockers® brand and its products visit www.Dockers.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 November 28, 2010, the company operated 470 stores within 27 countries.

Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.

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