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**LEVI'S® LAUNCHES SPECIAL COLLECTION FOR WOMEN
FOR BREAST CANCER AWARENESS**

Initiative aligns with the Levi's® brand larger support for women's health awareness

SINGAPORE (5 October 2010) – Women who stand together stand strong. It is with this belief that the world's most-loved denim brand, Levi's®, is supporting a health awareness initiative close to women this season – breast cancer awareness.

During October (which is the month of Breast Cancer Awareness campaigns internationally), the brand will launch a collection comprising specially designed Levi's® tees and jeans to raise money for breast cancer awareness programs. For every purchase of apparel from this collection, USD \$1 will be donated to Breast Cancer Foundation in Singapore.

"This year, we introduced a new line of custom fit jeans (Levi's® Curve ID) that empowers women with a revolutionary fit system that's about shape, not size. Taking this spirit of empowerment, we want to get our female consumers to support women's causes that are closely related to them – and one of this is breast cancer awareness. We believe that women who stand together stand strong, and that's what our consumers should believe too," said Bibi Choa, vice president for merchandising & design, Levi's® brand, Asia Pacific Division, based in Hong Kong.

The support of this special collection reflects one of Levi Strauss & Co.'s core community and citizenship efforts: workers rights which includes women's health and hygiene. In recent years, one of the notable programs supported by the company is the HERproject, a program focused on the health awareness initiatives for female garment workers in the region. LS&Co. also supports HIV/AIDS, equality and sustainability.

The Levi's® Breast Cancer campaign features jeans in 'Demi Curve', a custom fit from the new Levi's® fit system for women. This is the brand's first global women's line that truly addresses the curves of a woman – a result of studying and listening to more than 60,000 women around the world. It utilizes a revolutionary fit system based on shape, not size and is the new approach to

measuring a woman's body. In this system, there are three distinct body types – 'Slight Curve', 'Demi Curve' and 'Bold Curve' that account for most women's shapes universally.

The jeans will come with pink detailing ranging from pink threads to pink Swarovski crystals mindfully weaved into the denim's design.

In addition to the jeans, consumers will also have the option of not one – but twelve different tee designs based on zodiac signs. So whether one is the curious and versatile Gemini, or the reliable and responsible Capricorn -- there will be a tee for everyone and every sign.

The Levi's® special edition Breast Cancer collection will launch in stores from 8 October 2010 onwards.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers® San Francisco and Signature by Levi Strauss & Co.™ brands. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. The company's Asia Pacific Division was established in 1995 in Singapore. It comprises local subsidiary businesses, licensees and distributors selling its products in 39 countries in Asia Pacific and Southern Africa. For more information, go to <http://levistrauss.com>.

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, casual clothing and accessories is 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 <http://levi.com>

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