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'LEVI'S® FOREVER BLUE' CAMPAIGN ENCOURAGES CONSUMERS TO DO GOOD WITH THEIR BLUES

Consumers receive a discount for the latest Levi's® jeans while helping communities in need and extending the life of the jeans

SINGAPORE, 01 December, 2010 – The original jeans swap is back. Levi's® jeans exchange campaign returns in Asia as 'Levi's® Forever Blue' following its successful debut in a number of Asian markets last year.

The campaign is built on incentivizing consumers who trade their used jeans of any brand, for a new pair of Levi's®, at an attractive discount. This not only generated a significant response for consumers, it also spawned similar programs by others.

In the first launch, Levi's® consumers donated close to 400,000 pairs of used jeans. These jeans were either given a new life through partnership with a local non-profit organization, or donated to communities in need. In Singapore, Levi's® consumers turned in more than 170,000 pairs. These were donated to communities in Cambodia, the Salvation Army in Singapore, as well as resold at SG\$5 to support an environmental program by National Parks Board and Singapore Environmental Council.

"We're proud that we were one of the first brands to put a spotlight on the importance of donating used jeans and we were excited to see others following our lead. It's an irresistible proposition – old jeans for a new pair at a discount, and not just any pair but one from the

coolest jeans brand. Our goal this year is to use the Levi's® Forever Blue campaign to encourage even more consumers in Asia to give back through their blues and benefit the community and the planet," said Shumone Chatterjee, Vice President for Marketing, Levi's® brand, Asia Pacific Division, based in Singapore.

The Levi's® Forever Blue campaign this year wants to encourage consumers to not only give back to communities in need, but also to reduce environmental impact. To reach out to more consumers, Levi's® stores in Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Africa, South Korea and Thailand will join the program this year.

"Through the Levi's® jeans exchange, our consumers not only made thousands of less fortunate people happy, they've also saved the same thousands of jeans from the landfill. The simple act of donating jeans when they are no longer wanted can make a significant positive societal and environmental impact," said Tod Gimbel, Senior Director, Corporate Affairs, Levi Strauss Asia Pacific Division, based in Singapore.

The message of donating Levi's® jeans when no longer needed is one of the thrusts of Levi Strauss & Co. new care tag initiative. From Fall 2010, Levi's® products around the world will carry a new care label that advises consumers to donate their jeans to keep them out of landfill, in addition to wash cold and line dry.

"From our study of the environmental impact of the full life cycle of our 501® jeans, we know that consumers can contribute significantly in reducing the environmental impact of their jeans through responsible laundry and jeans care habits. It's another example of simple ways we can help encourage consumers to help care for their clothes and care for the planet," said Gimbel.

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® 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.

The Levi's® brand epitomizes classic American style and effortless cool. Invented 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.

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