LEVI STRAUSS & CO.

FOR IMMEDIATE RELEASE

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LEVI STRAUSS & CO. TO WEBCAST

SECOND QUARTER 2014 EARNINGS CONFERENCE CALL

SAN FRANCISCO (June 30, 2014) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the second quarter ended May 25, 2014. The call will be held on Tuesday, July 8, 2014, at 1:00 p.m. Pacific/4:00 p.m. Eastern Time, and will be hosted by Chip Bergh, president and chief executive officer, and Harmit Singh, executive vice president and chief financial officer.

To access the live webcast, please visit https://engage.vevent.com/rt/levistraussao~070814 or dial in to listen to the live call at: 1-800-891-4735 in the United States and Canada or +1-973-200-3066 internationally; I.D. No. 63577328.

A replay of the Webcast will be available on http://www.levistrauss.com/investors/earnings-webcast within two hours after the event and archived on the site for one week. A telephone replay will be available through July 14, 2014, at 1-800-585-8367 in the United States and Canada or +1- 404-537-3406 internationally; I.D. No. 63577328.

To access the news release on July 8, 2014, please visit http://www.levistrauss.com/news/press-releases.

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 a global footprint of approximately 2,700 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2013 net revenues were $4.7 billion. For more information, go to http://levistrauss.com.