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THE LEVI'S® BRAND INTRODUCES INNOVATIVE MEN'S COMMUTER CYCLING PRODUCTS

**The Levi's® 511™ Commuter Skinny and Trucker Jacket for
Cyclists Hits Stores This Week**

SAN FRANCISCO (JULY 11, 2011) – The Levi's® brand is proud to introduce Commuter by Levi's® – clothing designed and optimized specifically for the needs of the urban commuter cyclist. Arriving in select Levi's® Stores this week, the 511™ and Trucker Commuter products integrate an array of features that address cyclists performance, convenience, safety, mobility and protection needs while maintaining the durability and classic styling that people expect from the Levi's® brand. The launch of these products builds upon the Levi's® brand's commitment to innovation while tying back to the new global 'Go Forth' campaign which is a rally cry to create positive change in the world.

Erik Joule, senior vice president of Levi's® Men's Merchandising & Design says, "This product was born from innovation, classic American style and a personal passion for cycling – it's about designing product for people who ride bikes, by people who ride bikes. We knew that our jeans were already being worn by urban cyclists across the country, including our own designers. We listened to what they wanted and created a product with performance traits for biking that also functions as daily street wear."

Built around the 511™ Skinny Jean, the Levi's® brand's most popular skinny fit for men, the 511™ Commuter features fabric and construction upgrades that increase mobility and durability, while protecting cyclists from the potential hazards of their daily commute. The 511™ Commuter comes in two styles – a full length and cropped version – and both denim and non-denim fabrics. The series also includes a Commuter version of the classic Levi's® Trucker Jacket, an iconic work wear style that was first introduced in 1962 and has now been updated for the modern worker who demands performance and style on and off the road.

All Commuter by Levi's® products blend form and function by utilizing the most cutting-edge performance apparel technologies. The Levi's® brand partnered with Swiss-based Schoeller Technologies AG to be the first to introduce NanoSphere® treatment into denim fabrication. NanoSphere® technology makes denim fabric water resistant, dirt repellent and more durable.

The Levi's® brand also consulted with technology-expert Clariant, a global supplier of specialty effects for textile, in order to implement the invisible but powerful technology that makes Commuter by Levi's® clothing so unique. All Commuter products feature Sanitized™ hygiene function, which provides protection against odors for long-lasting freshness and comfort, and 3M Scotchlite™ which subtly integrates 300,000 candle watt reflectivity into key areas of the garments.

In addition to these performance technologies, the Levi's® brand also leveraged its own insights and superior construction techniques to make their new cycling products more commuter-friendly. Both the Commuter by Levi's® Trucker Jacket and the 511™ Commuter Skinny feature just the right amount of stretch to increase mobility while maintaining their signature fit. The 511™ Commuter Skinny also features a raised back yolk that minimizes lower back gap, a reinforced crotch gusset that protects against ripping in this high stress area, double back layer pockets, a U-lock storage system and fabric reinforcements throughout. The Trucker has extra utility pockets and modifications to the sleeves, cuffs and tail that enable more comfortable movement while cycling.

“As an avid cyclist myself, I am confident this line has all of the key cycling-specific performance features cyclists value, but haven't been able to find in other lifestyle clothing options,” added Joule.

Commuter by Levi's® clothing can be found at select independent bike shops in major metro cities as well as select Levi's® Stores and at www.levi.com beginning this July. The line will also be available in select Urban Outfitters beginning in August. The 511™ Commuter Skinny and 511™ Commuter Cropped Skinny retail for \$78 and the Commuter Trucker Jacket retails for \$128.

To coincide with the introduction of the new Commuter by Levi's® collection, the Levi's® brand is partnering with Urban Outfitters to launch the “Get in the Saddle” bike shop tour. The bike

shop will go to where cyclists are and create temporary resource centers around the country complete with a bicycle tuning center, a custom commuter tailoring shop and a bicycle photo-booth. The tour kicks off in early August in New York City and ends in Portland in late September with stops in major cities along the way.

Commuter by Levi's® 511™ Skinny product features:

- Utility waist band – specially designed for u-lock storage
- Higher back rise – providing additional coverage when riding
- NanoSphere® Technology – applied to make fabric water resistant, dirt repellant and durable
- 3M Reflectivity – 3M Scotchlite™ Reflective Tape on interior cuff offers high level of visibility
- Sanitized® built-in hygiene function – for long-lasting protection against odors
- Reinforced Fabric – in crotch, back pockets and belt loop for durability
- Performance Stretch Fabric – more stretchable for added mobility and comfort

Commuter by Levi's® Trucker Jacket product features:

- NanoSphere® Technology - water resistant, dirt repellant, durable and protective
- 3M Reflectivity – 3M Scotchlite™ Reflective Tape integrated on waistband adjusters and concealed for off the bike utility
- Sanitized® built-in hygiene function – for long-lasting protection against odors
- iPod front pocket – for modern convenience
- Slight Drop tail – provides additional coverage
- Touring Pockets – easy to reach rear storage with low-profile pockets
- Accordion Sleeves – additional fabric that expands when in the riding stance for increased mobility
- Angled front pockets – for easy access in all modes
- Elongated cuffs – covers partial hand when riding

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. 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. This 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, visit www.levi.com.