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**LEVI'S® PROCLAIMS "WE ARE ALL WORKERS" WITH LAUNCH OF LATEST  
GO FORTH MARKETING CAMPAIGN**

***'Ready to Work' Celebrates Real Work and Real People***

**SAN FRANCISCO (June 24, 2010)** – Amid today's widespread need for revitalization and recovery, a new generation of "real workers" has emerged, those who see challenges around them and are inspired to drive positive, meaningful change. This fall, with the introduction of *Go Forth* 'Ready to Work', the Levi's® brand will empower and inspire workers everywhere through Levi's® crafted product and stories of the new American worker. Bolstered by its pioneering spirit and 'Go Forth' rallying cry, Levi's® will explore how a new generation of real American workers is rolling up their sleeves to make real change happen. The campaign, created in partnership with Wieden+Kennedy, kicks off this July and will reach across the Americas from the top of Canada, throughout the United States, Mexico and South America.

"Last year, driven by the pioneering spirit the Levi's® brand has represented for more than 150 years, 'Go Forth' created a resonate message underscoring a new vision of hope and progress," said Doug Sweeny, VP, Levi's® Brand Marketing. "This year, we're turning that energy into something tangible by engaging in meaningful conversations around 'real work' and celebrating the individuals who are carving the way for a better tomorrow."

***'Ready to Work' Campaign Spotlights Real Work in Braddock, Pennsylvania***

The muse for Levi's® new campaign is Braddock, a town embodying the demise of the blue collar base that is taking radical steps to reverse its decay. Braddock now faces a new frontier of repurpose and new work in what was once a flourishing industrial mecca. Since 2001, John Fetterman, the mayor of Braddock, has taken his fight for social justice in Braddock to the masses by enlisting the help of modern pioneers – artists, craftsmen, musicians and business owners – to rebuild and revive the town. As it rebuilds, Braddock has become a model for how any city, in any part of the country, can prevail as a symbol of hope and change.

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To contribute to the real change in Braddock, the Levi's® brand is committed to funding the refurbishment of Braddock's community center, a focal point of the town and their youth-based programming. Additionally, Levi's® is supporting Braddock's urban farm which supplies produce to local area residents at reduced costs.

Joining Braddock to help spark action in other communities in need, Levi's® new 'Go Forth' campaign will feature the real people doing real work in Braddock in its newest national marketing campaign. Led by Mayor John Fetterman, the residents of Braddock shine an authentic spotlight on how vision and hard work can not only change one community, but also help to inspire the nation to aspire to greater prosperity as a whole.

Shot on location in Braddock, the campaign features a dozen residents of diverse backgrounds dressed in Levi's® Work Wear Collection for fall. The new line features iconic pieces such as 501® jeans, denim trucker jackets and work shirts. Work wear is Levi's® birth right. Since 1873, the Levi's® brand has been making the clothes that pioneers have worn to build America. Today, Levi's® is investing in the American revolution that is taking shape in Braddock. Levi's® and Braddock are intertwined by an unshakable mantra for progress: Real People + Real Work = Real Change.

The 'Ready to Work' campaign launches on July 4 and features cinema, TV, print, out-of-home installations, digital elements and more. The first provocative TV spot launching in early July was shot by "The Road" director John Hillcoat. A second spot and vibrant print campaign was captured by acclaimed photographer Melodie McDaniel.

"This campaign is unlike any other that Wieden+Kennedy has created," said Susan Hoffman, Executive Creative Director of W+K. "We did not want Braddock to be merely a backdrop in our advertising. We saw this as an opportunity for W+K and Levi's to participate in the amazing movement that Mayor John has created and help realize his vision to reconstruct Braddock and at the same time we created an amazing Levi's campaign."

Additional 'Ready to Work' themed partnerships will be announced later this year as the campaign continues to roll out.

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### ***Levi's® Fall 2010 Work Wear Collection***

Levi's® Work Wear Collection for Fall 2010 features iconic pieces inspired by authentic work wear staples such as 501® jeans, 505 jeans, denim trucker jackets and work shirts. The collection is not about fads – it's about authenticity, exceptional craftsmanship, attention to detail, and innovation in fits, finishes and fabrics, backed by the brand that invented work wear more than 150 years ago. Details tell the story – the finest denim fabrics, brass laurel shanks, genuine leather patches and functional waist back cinches.

### ***Taking 'Ready to Work' to Local Communities through the Levi's® Workshops***

Beginning this summer, the Levi's® brand will equip a new generation of pioneers and celebrate creative communities across the country with the launch of Levi's® Workshops – a new, innovative approach to integrating community involvement with retailing. The workshops will serve as community-based extensions of the Go Forth campaign, paying homage to the principles of hard work and civic engagement. The Levi's® Workshops will be multi-use spaces, featuring a functional workshop, community event space and retail storefront. The first workshop debuts in San Francisco this July, followed by a second expression of the program in New York this fall. Each workshop is designed to focus on a specific craft including printmaking and photography, and will feature forums where local pioneers in design, sports, technology, sustainability, and other interests can engage and collaborate.

### ***Inspiring Levi's® Pioneering Spirit through Brand Collaborations***

Throughout the year, Levi's® will continue to partner with iconic American brands on new design collaborations that embody the pioneering spirit of America. These collaborations will be guided by the values and principles of the Levi's® brand. This fall, Levi's® will partner with award-winning designer Billy Reid to create new, limited-edition versions of iconic heritage pieces from the Levi's® Work Wear line. Later in the year, Levi's will introduce a new seasonal co-branded collection with Opening Ceremony that is rooted in classic Levi's® styles and updated with progressive fabrics, washes and details. Additional design collaborations will be announced in the coming months.

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## **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](http://www.levi.com).

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