

News - April 12, 2011

## **Levi Strauss & Co. Announces Expansion of “Denizen™ from Levi’s®” To Be Sold Exclusively at Target in the U.S.**

SAN FRANCISCO (April 12, 2011) –Levi Strauss & Co. announced today the expansion of its global Denizen™ from Levi’s® brand. Launched initially in Asia in 2010, Denizen™ brand jeanswear will be sold by retailers in the U.S. and Mexico starting this summer.

In the U.S., Target (NYSE:TGT) and Levi Strauss & Co. have partnered to offer Denizen™ exclusively at Target and Target.com beginning in July 2011.

“Target’s guests rely on us for the most sought-after brands, all at great prices, and Denizen™ will serve as the perfect complement to our denim assortment,” said Trish Adams, senior vice president of apparel and accessories, Target. “Denizen will be available exclusively at Target just in time to kick off the fall season, and with denim options for men, women and kids, our guests will be able to outfit the entire family.”

John Anderson, president and CEO of Levi Strauss & Co. said, “Denizen™ is the first brand we launched from the start as a global brand and we’re thrilled to expand it to new important markets. We started with a strong vision – a global jeans brand for a new generation – and we’re finding that the modern, stylish products resonate with consumers around the world.”

“Target has built a reputation with consumers who seek modern style at a great value,” Anderson continued. “We believe the Denizen™ brand will resonate strongly with the Target shoppers.”

The global Denizen™ product line offers jeanswear and other fashion essentials that are modern, stylish and well-made at an affordable price. Upbeat and future focused, the brand’s primary goal is to reach consumers with active lifestyles and deliver the best fits, fabrics and finishes available in the mass channel.

In addition to the U.S. expansion, Denizen™ will be available in Mexico at various retailers with products in stores in June 2011. Most recently, the brand started selling in Pakistan and is currently rolling out nationally in India and China. In Pakistan and India, Denizen™ products are sold at franchised retail stores and in department stores.

More information about the local product collections will be available at the time of retail launch in these markets.

Denizen™ joins Signature by Levi Strauss & Co.™ in the United States and Canada as a product line dedicated to consumers seeking great-fitting jeans at an affordable price. Levi Strauss & Co. will continue to sell Signature by Levi Strauss & Co. products in other mass channel retailers such as Walmart, Kmart, Shopko and Meijer stores.

### **About Denizen™ from Levi's®**

In 2010, Levi Strauss & Co. launched Denizen™ from Levi's® in Asia – the first brand launched outside of the United States. “Denizen” means “inhabitant”: living in a place, living on earth, and belonging to a community of friends and family. The Denizen™ product collection is designed with the standards of construction and craftsmanship that have made Levi Strauss & Co. famous around the world. Denizen™ is outfitting consumers today with great-fitting, quality jeanswear and other fashion essentials at affordable prices. Visit [www.denizen.com](http://www.denizen.com) to learn more.

### **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 franchised and company-owned stores. As of February 27, 2011, the company operated 482 stores within 31 countries. Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.

### **About Target**

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,755 stores in 49 states nationwide and at Target.com. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit [Target.com/hereforgood](http://Target.com/hereforgood). For more information, visit [Target.com/Pressroom](http://Target.com/Pressroom).

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