

News - September 6, 2012

## **Levi Strauss & Co. Names Seth Ellison President of Dockers® Brand**

Levi Strauss & Co. (LS&Co.) today announced that longtime apparel executive Seth Ellison has been appointed president of the global Dockers® brand effective September 10, 2012.

Mr. Ellison has more than 30 years of apparel experience – including president of the swimwear group at Perry Ellis, vice president general manager of EMEA Apparel and president of Hurley International at Nike Inc. Most recently, Ellison was the chief commercial officer at Alternative Apparel where he successfully evolved the t-shirt blank supplier into a global wholesale brand sold in key U.S. accounts including Bloomingdales, Nordstrom, Macy's, Dillard's and Urban Outfitters and in 120 countries.

In his new role as president, Mr. Ellison will be responsible for managing the strategic direction, marketing and product development of the Dockers® brand, reporting to LS&Co. President and CEO Chip Bergh.

“Seth has a proven track record of driving growth in the apparel industry, growing both large established brands and start-ups,” said Chip Bergh, president and chief executive officer of LS&Co. “Seth’s business acumen is the perfect complement to the design, marketing and product talent that is re-energizing the Dockers® brand today.”

In addition to his three years with Perry Ellis International and nine years of various global leadership roles in apparel at Nike. Inc. (including the launch of the Hurley brand internationally), Mr. Ellison also worked at Authentic Fitness Corp. as the Director of Menswear for Speedo and President of the outerwear division, and served as the Vice President of Design and Merchandising at Quiksilver, Inc.

“The Dockers® brand changed the way men wore pants 25 years ago and has earned a large, loyal and passionate consumer following through years of great products and service. And now, a new generation of young consumers is discovering the brand for the first time,” said Mr. Ellison. “I’m very excited to have this opportunity to add my experience building global brands to the Dockers ® story.”

Mr. Ellison replaces Anne Rohosy who was recently appointed Executive Vice President and President, Commercial Operations Americas and Europe for LS&Co.

### **About the Dockers® Brand**

The Dockers® Brand has embodied the spirit of khaki for more than 25 years. Since their introduction in 1986, Dockers® has been perfecting khakis—and the essential goods to go with them—for men and women all over the world. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. Wearing the pants has never looked so good. For information on Dockers® and its products, please call 1-800-DOCKERS or visit [www.Dockers.com](http://www.Dockers.com).

**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 more than 2,300 franchised and company-operated stores. Levi Strauss & Co.'s reported fiscal 2011 net revenues were \$4.8 billion. For more information, go to <http://levistrauss.com>.

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