

LEVI STRAUSS & CO.

FOR IMMEDIATE RELEASE

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LEVI STRAUSS & CO. TO WEBCAST

THIRD-QUARTER EARNINGS CONFERENCE CALL

SAN FRANCISCO (October 5, 2011) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the third quarter ended August 28, 2011. The call will be held on Tuesday, October 11, 2011 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 Blake Jorgensen, executive vice president and chief financial officer.

To access the live webcast, please visit <http://www.levistrauss.com/investors/earnings-webcast> or dial-in to listen to the live call at: 800-891-4735 in the United States and Canada, or 973-200-3066 internationally; I.D. No. 15016647.

A same day replay of the Webcast will be available on <http://www.levistrauss.com/investors/earnings-webcast> at approximately 4:00 p.m. Pacific on October 11, 2011 and archived on the site for one month. A telephone replay is also available through October 18, 2011, at 800-642-1687 in the United States and Canada, or 706-645-9291 internationally; I.D. No.1501667.

To access the news release on October 11, 2011, 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 franchised and company-owned stores. As of May 29, 2011, the company operated 498 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>.