

News - May 8, 2013

## **Levi's® Stadium – Home of the San Francisco 49ers**

*Two Bay Area Icons – Levi Strauss & Co. and San Francisco 49ers -- present naming rights deal to Santa Clara Stadium Authority Thursday  
Proposed partnership announced today at Levi's Plaza in San Francisco*

**SAN FRANCISCO and SANTA CLARA, CA** – Levi Strauss & Co. (LS&Co.) announced today that it will present the Santa Clara Stadium Authority a proposal for a 20-year, \$220 million naming rights agreement for "Levi's® Stadium" on Thursday, May 9, 2013.

The apparel company is proposing a naming rights partnership with the Santa Clara Stadium Authority and San Francisco 49ers that would make the company an official sponsor of the 49ers, and feature premium interior and exterior branding of the new Levi's® Stadium.

Levi Strauss & Co. CEO Chip Bergh said, "Levi's® Stadium will connect two iconic Bay Area brands that share similar values, a rich heritage and a pioneering spirit. Joining the incredible legacy of the 49ers organization is a perfect fit for the Levi's® brand – and a chance for us to engage with sports and music fans across the Bay Area and around the world."

San Francisco 49ers CEO Jed York said, "49ers have worn Levi's® jeans since the Gold Rush era. We are so honored to have the perfect partner for the premier outdoor sports and entertainment venue in the world. A model of innovation and sustainability, Levi's® Stadium will bring to life all that is special about the Bay Area."

The San Francisco 49ers and Levi Strauss & Co. share deep roots in Bay Area history: in 1873, Levi Strauss & Co. created the first blue jean by adding copper rivets to denim pants for the working man of the American West. The 49ers franchise has won five Super Bowl trophies and was the first major league professional sports team to be based in San Francisco more than 60 years ago.

City of Santa Clara Mayor Jamie Matthews said, "This partnership is a tremendous opportunity for Levi's®, the 49ers, the City of Santa Clara and the entire Bay Area. As powerful advocates for our communities, we share a vision for the new stadium constructed on the pillars of innovation, sustainability and an unparalleled entertainment experience. I am looking forward to this being brought for consideration by the Stadium Authority to approve aligning this great, global brand with our great City tomorrow evening."

San Francisco Mayor Ed Lee said, "It is very fitting to see two of the Bay Area's best-known brands coming together to showcase the best our region has to offer. Every time a fan turns on their television to watch a 49ers home game from Levi's® Stadium, the entire region

will be on center stage. And, in a few short weeks, we are hopeful that we will host Super Bowl 50 or 51 and experience the enormous economic boost and lasting legacy for the entire Bay Area.”

Levi Strauss & Co. announced the proposal for Levi’s® Stadium today during its annual Community Day, in which thousands of employees around the globe give back by volunteering with local non-profit organizations in 170 projects in more than 46 countries around the world. San Francisco 49ers CEO, Jed York, today joined Levi Strauss & Co. employees at one of 31 volunteer projects in the Bay Area.

*To tweet this news: @levis and @49ers #LevisStadium*

### **About the new Santa Clara Stadium**

The Santa Clara stadium will not only be the new home to the San Francisco 49ers, but it will also serve as one of the world’s best outdoor sports and entertainment venues. It was designed by HNTB and is being built by Turner/Devcon. The \$1.2 billion venue will have 1.85 million square feet, seat approximately 68,500 and will feature an expected 165 luxury suites and 8,500 club seats. It was designed to be a multi-purpose facility with the flexibility to host a wide range of events, including domestic and international soccer, college football, motocross, concerts and various civic events, and will be expandable for major events such as the Super Bowl. For more information, go to [www.newsantaclarastadium.com](http://www.newsantaclarastadium.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 approximately 2,300 franchised and company-operated stores. Levi Strauss & Co.’s reported fiscal 2012 net revenues were \$4.6 billion. For more information, go to [www.levistrauss.com](http://www.levistrauss.com).

### **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. 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).

### **About the San Francisco 49ers**

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV

and XXIX. The franchise also has six conference championships and 19 divisional championships and was the first major league professional sports team to be based in San Francisco over 60 years ago. Please visit [www.49ers.com](http://www.49ers.com) and follow the 49ers on Facebook and Twitter @49ers.

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