

Apr. 21, 2010

THE LEVI'S® BRAND CREATES PERSONALIZED "SOCIAL SHOPPING" EXPERIENCE

The Levi's® Brand Is Among First Companies To Integrate Facebook® Social Plugins

SAN FRANCISCO (April 21, 2010) – The Levi's® brand today announced at Facebook's f8 conference the introduction of an innovative new way to shop for jeans online. With the launch, the Levi's® brand is among the first companies to integrate with Facebook's new Social Plugins. The Levi's® brand will provide shoppers with an interactive, customized shopping experience on levi.com (based on consumers' "Likes"), information about "Top-Liked" products across consumers' networks, and an easy way to find and share relevant Levi's® products.

Jodi Bricker, Vice President of Digital for Levi's® Americas said, "We're creating a new social shopping experience that will change the way people shop online and, frankly, make buying jeans more fun. We're excited to pioneer this new technology and help our loyal fans connect with our brand and share their favorite Levi's® products with friends."

As part of today's announcement, Facebook introduced a new set of Social Plugins that can be easily integrated into a website to make the user experience more personalized and social. Powered by the Open Graph, these new plugins include a "Like" functionality, Activity Feed, and Recommendation widget that bring friends, social activity and relevant interactions to any site off of Facebook.com.

The Levi's® brand is integrating the "Like" functionality on its e-commerce site – levi.com. In addition, the Levi's® brand is building a Friend Store in which consumers who are logged into Facebook can see a list of their friends' favorite Levi's® products and seamlessly shop with their friends.

The Levi's® brand is innovating with social and digital media on its Facebook page, in advertising and on its e-commerce website. Last month the brand leveraged its Levi's® Facebook Page to amplify their ninth annual Levi's®/FADER Fort event – a music festival in Austin, Texas. This initiative grew the fan base by 60 percent and garnered more than 780,000 live streams of the event.

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.

Facebook® is a registered trademark of Facebook Inc.