

LEVI STRAUSS & CO.

FOR IMMEDIATE RELEASE

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LEVI STRAUSS & CO. TO WEBCAST FIRST QUARTER EARNINGS CONFERENCE CALL

SAN FRANCISCO (April 6, 2011) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the first quarter ended February 27, 2011. The call will be held on Tuesday, April 12 at 1:00 p.m. Pacific/4:00 p.m. Eastern Time, and will be hosted by John Anderson, chief executive officer; Blake Jorgensen, chief financial officer; and Robert Hanson, president of the global Levi's® brand.

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. 55616794.

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, and archived on the site for one month. A telephone replay is also available through April 18, 2011, at 800-642-1687 in the United States and Canada, or + 706-645-9291 internationally; I.D. No. 55616794.

To access the related news release on April 12, 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 November 28, 2010, the company owns and operates 470 stores in 27 countries. Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.