



Levi's® Brand Appoints Global Chief Marketing Officer

San Francisco, CA (March 2, 2011) -- The Levi's® brand today announced it has appointed Rebecca Van Dyck as its global Chief Marketing Officer. As global CMO of the Levi's® brand, Ms. Van Dyck will be responsible for the development and implementation of fully integrated marketing strategies across all of the Levi's® brand's product categories and consumer communication channels. Ms. Van Dyck joins the company from Apple, Inc. where she led the worldwide marketing and communications strategies for some of the world's most well-known and admired product launches, including introducing the iPhone, iPad and iPod + iTunes.

"Becca is a world-class marketer whose deep understanding of consumer behavior and innovative approach to engaging with consumers will help take the Levi's® brand to the next level," said Robert Hanson, president of the global Levi's® brand. "Her proven success in creating and managing consistent and disciplined marketing experiences across diverse geographies and cultures will be a tremendous asset."

"Levi's® is one of the world's most innovative and iconic brands and I am looking forward to building upon its heritage," said Ms. Van Dyck.

Ms. Van Dyck brings 20 years of marketing and advertising experience to the Levi's® brand. Prior to serving as Senior Director of Worldwide Marketing and Communications for Apple, Ms. Van Dyck was a primary architect of Nike's "Just Do It" campaign. During her tenure as Nike's Global Account Director at Wieden + Kennedy, she managed the Nike account across three continents and led Nike's Global World Cup and Olympic Campaigns. Ms. Van Dyck has also held a series of international appointments including founding Wieden + Kennedy's Melbourne office.

About the Levi's® brand

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 operated 470 stores within 27 countries. Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to

<http://levistrauss.com>.

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