

Mar. 20, 2010

THE LEVI'S® BRAND AND THE FADER MEDIA HOST NINTH ANNUAL 'LEVI'S®/FADER FORT' IN AUSTIN, TEXAS MARCH 17 - MARCH 20

Neon Indian, Dum Dum Girls, The Very Best, Dam-Funk, The Morning Benders, Bomba Estereo, A-Trak, Sleigh Bells, and Free Energy Headline; Acts to be Streamed Live Online at www.Facebook.com/Levis and www.levisfaderfort.com; Levi's® Pop Shop to Donate All Proceeds to HAMM: Health Alliance for Austin Musicians

AUSTIN, Texas, (March 11, 2010) -- The Levi's® brand and The FADER today announce their return to Austin for the ninth consecutive year hosting the Levi's®/FADER Fort, a festival event showcasing new musical talent. This year's Levi's®/FADER Fort runs from March 17 – 20 in Austin and will feature the most exciting bands emerging on the music scene today including Neon Indian, Dum Dum Girls, A-Trak, The Very Best, Dam-Funk, Sleigh Bells, Yelawolf, The Drums, Bomba Estereo, Best Coast, Free Energy, Washed Out, Salem, Fool's Gold, Real Estate and many more special guests. A full list of the highly anticipated Levi's®/FADER Fort lineup will be announced closer to the event.

Those who can't make it to Austin this year are still in luck because Levi's®/FADER Fort performances will be streamed live at www.facebook.com/Levis and www.levisfaderfort.com for the first time ever. Music lovers can also check out the Levi's®/FADER Fort concert schedule, up-to-date news and stream music with the first official Levi's®/ FADER Fort iPhone app that launched earlier this week. To download the new iPhone app visit <http://mobileroadie.com/apps/The-Fort> and for even more up-to-date information on the Levi's®/FADER Fort check out www.TheFADER.com and follow @levisfaderfort on Twitter.

"The Levi's® brand has a long history of supporting emerging music and the artists who create it," said Doug Sweeny, vice president of marketing, Levi Strauss Americas. "We are excited to once again partner with The FADER and provide an outlet for music fans to check out talented new artists in a unique festival experience curated by the Levi's® brand."

Widely acclaimed as one of the best showcases for new music, The Levi's®/FADER Fort has established its presence in Austin as the ultimate retreat for festival-goers from morning to night. This year, in addition to great live music, thousands of attendees at the Levi's®/ FADER Fort will experience:

- * Local food carts from The Salt Lick Bar-B-Que and Hey Cupcake!
- * Levi's® Pop Shop with customized clothing and screenprints from Hit + Run
- * "Polite in Public" interactive photo booth experience
- * The Levi's®/FADER Fort Blogger Lounge with computers and internet access provided by Dell
- * Customized t-shirt and poster installation designed by Edoardo Chavarin, Founder of Mexico's most popular streetwear clothing company
- * The Levi's® 501® Happy Hour at 5:01 each day featuring special guests and prizes from sponsors

All purchases made in the Levi's® Pop Shop will go towards the Health Alliance for Austin Musicians (HAAM/healthallianceforaustinmusicians.org) – a groundbreaking project that provides access to affordable healthcare for Austin's low-income, uninsured working musicians.

In addition to the partnership between Levi's® and The FADER, associate sponsors this year include Converse, Ray Ban, Pepsi, Southern Comfort, ShockHound and Zynga.

By bringing a unique and vast array of musical performers and entertainers to the festival over the past nine years, the Levi's®/FADER Fort has earned a strong reputation for being the "it" place to be in Austin. Previous performances have included The G.O.O.D. Music Showcase with Kanye West, Common and Erykah Badu, Lou Reed, Moby, N.E.R.D., Amy Winehouse, My Morning Jacket, Lupe Fiasco, MIA, and many other artists.

ABOUT THE LEVI'S® FADER FORT

From its first days as a small gathering of bands in an Austin hotel room, to its current iteration as a major live music event, the Levi's®/FADER Fort has always been about one thing – showcasing the best live music on Earth. The FADER and Levi's® brand's daily quest is to find the people who are shaping the direction of music, art and culture, no matter who they are or where they live. The Levi's®/FADER Fort is an annual opportunity to bring the fruits of this search directly to the most passionate music lovers nationwide. Over the years, the Levi's®/FADER Fort has showcased several momentous occasions in music history including MIA's entry onto the music scene in 2003, Lou Reed's jam session with Moby in 2007 and Kanye West's G.O.O.D. family extravaganza in 2009.

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.

ABOUT THE FADER MEDIA NETWORK

The FADER Media Network consists of credible music and lifestyle-focused properties that speak to a combined audience of 1,800,000 influential young adults and generates over 3,000,000 impressions monthly. Founded by Rob Stone and Jon Cohen, and led by EVP and Group Publisher Andy Cohn, The FADER Media Network includes The FADER magazine, TheFADER.com, FADER films, FADER label, XLR8R, XLR8R.com, East Village Radio, thetripwire.com, 1200squad.com, The Cornerstone Player, The Cornerstone Mixtape and Suite903.com.

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