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dENiZEN™ Jeans from the Levi's® Brand Arrive Exclusively at Target

July 19, 2011 – San Francisco – Today, the dENiZEN™ brand officially launches in the United States with a new line of jeans available exclusively at Target® stores and on Target.com. In stores now, dENiZEN™ jeans are specifically designed with the Target® consumer in mind and feature premium fabrics, finishes and fits. Fashionable dENiZEN™ styles are offered for men, women, boys and girls at a great value.

The introduction of dENiZEN™ jeans to the United States is part of an ongoing expansion of the Levi Strauss & Co. global dENiZEN™ brand, which launched in Asia in 2010. In addition to the United States, the dENiZEN™ brand is available globally in China, India, Mexico, Pakistan, Singapore and South Korea.

“We are thrilled to offer dENiZEN™ jeans to U.S. consumers. We’ve created unique styles specifically for consumers who are looking for exceptional style and fit at great value,” said Susan Brennan, dENiZEN™ SVP/GM for the United States. “With a wide variety of different styles for men, women, boys and girls, dENiZEN™ jeans are the perfect fit for fashion and value-conscious consumers. With dENiZEN™ jeans, we’ve designed a new basic essential that everyone in the family can enjoy.”

The dENiZEN™ launch campaign is anchored by one central theme: that jeans are an important part of our lives including life’s most exciting, unique, entertaining, and challenging moments. Therefore, as part of the dENiZEN™ jeans launch, the company is inviting people to join in the conversation, “Live in dENiZEN™ jeans” at www.facebook.com/denizenamerica. People are encouraged to share their stories about what they do and where they go in their favorite jeans. In addition, for a limited time, dENiZEN™ fans who ‘like’ the Facebook page will receive a special thank you in the form of rebates, gift cards and even free pairs of dENiZEN™ jeans.

“Our guests rely on Target for the products they want and need, all at affordable prices, and with denim being a wardrobe staple, dENiZEN™ is a great addition to our current assortment,” said Trish Adams, senior vice president apparel and accessories, Target. “With options for the entire family, dENiZEN™ offers our guests one more reason to shop Target.”

dENiZEN™ jeans are available in numerous custom washes so there’s a perfect fit and style for every occasion - casual, work, dress, weekend or family fun.

Women’s sizes are available from 2-18, with fits including **Mid-Rise Boot Cut**, **Mid-Rise Straight**, as well as the **Totally Shaping Mid-Rise Boot Cut** and **Totally Shaping At Waist Boot Cut** featuring high stretch denim and a built in tummy control panel for a body slimming and shaping effect. Men’s sizes range from 29”-42” and 30”-34”L with fits including **236™ Regular**, **299™ Loose**, **285™ Relaxed**, **281™ Straight**, **233™ Low Boot**, **218™ Slim Straight**, **216™ Skinny** and **208™ Super Skinny**. Girls’ sizes range from 4-20 with fits including **Super Skinny**, **Skinny** and **Slim Boot**. Boys’ sizes range from 4-20 with fits including **299™ Loose**, **281™ Straight**, **218™ Slim Straight**, **216™ Skinny** and **208™ Super Skinny**.

Prices for dENiZEN™ jeans range from \$17.99 to \$29.99.

“Jeans are an essential part of our daily lives,” continued Brennan. “No matter who you are or where you live, everyone has a favorite pair of jeans. And those jeans are worn throughout all of life’s important moments. We expect that dENiZEN™ jeans will fit this role perfectly.”

More information about dENiZEN™ jeans is available at www.facebook.com/denizenamerica, www.denizen.com, and Target.com/denizen.

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About dENiZEN™ from the Levi’s® Brand

In 2010, Levi Strauss & Co. launched the dENiZEN™ brand in Asia – the company’s first brand launched outside of the United States. “Denizen” means “inhabitant”: living in a place, living on earth, and belonging to a community of friends and family. The dENiZEN™ product collection is designed with the standards of construction and craftsmanship that have made Levi Strauss & Co. famous around the world. The dENiZEN™ brand from Levi Strauss & Co. is outfitting consumers today with great-fitting, quality jeanswear and other fashion essentials at affordable prices. Visit www.denizen.com to learn more.