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LEVI STRAUSS & CO. NAMES MARC ROSEN HEAD OF GLOBAL E-COMMERCE *E-commerce represents significant growth opportunity for global jeanswear leader*

SAN FRANCISCO (April 14, 2014) - Levi Strauss & Co. (LS&Co.) today announced that Marc Rosen will join the company as executive vice president and president of global e-commerce, effective May 5, 2014.

Mr. Rosen will be responsible for leading the company's global e-commerce business to drive new growth, consumer loyalty and sustainable profitability. Mr. Rosen will establish Levi.com and Dockers.com as digital flagship stores through an engaging user experience, a breadth and depth of product assortments, and improved order management capability. This includes advancements in systems and technology as well as a focus on LS&Co.'s highest-growth markets, which include China, France, Germany, Japan, the United Kingdom and the United States. He will work in close partnership with the global retail team to deliver a seamless omni-channel experience to consumers around the world. Mr. Rosen will report to Chip Bergh, LS&Co. president and chief executive officer.

Mr. Rosen brings more than 20 years of retail and e-commerce leadership to the role, most recently as senior vice president of global e-commerce at Wal-Mart Stores Inc. His deep background includes driving growth through consumer-focused technology innovation, creating and implementing end-to-end merchandising and inventory management systems, improving the consumer experience, and driving product advancements such as pick up today, pay with cash and same-day delivery.

"Our e-commerce business has experienced strong, double-digit growth the past few years," said Mr. Bergh. "Investing in e-commerce continues to be a top priority for LS&Co. because of the sizeable upside opportunity that exists. We will establish digital flagship stores to drive omni-channel growth, optimize our presence on our wholesalers' websites and continue to improve the overall consumer experience to drive brand loyalty. Marc's track record of delivering industry-leading global e-commerce growth makes him the ideal leader to take our business to new levels of success."

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Prior to his experience at Walmart, where he was responsible for designing, building, operating and expanding Walmart.com globally, Mr. Rosen was senior vice president of information systems, with responsibility for Walmart's global merchandising, supply chain and store systems. He also held senior leadership positions for Walmart's international business unit and Ernst & Young.

"I'm thrilled to have the opportunity to define and lead the next generation of growth for LS&Co.," said Mr. Rosen. "Levi Strauss invented a category more than 140 years ago, and the company hasn't stopped delivering market-leading innovation ever since. My goal is to deliver a leading-edge e-commerce experience for consumers that drives new levels of growth for the world's global jeanswear leader."

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 a global footprint of approximately 2,700 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2013 net revenues were \$4.7 billion. For more information, go to <http://levistrauss.com>.

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