

LEVI STRAUSS & CO.

FOR IMMEDIATE RELEASE

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LEVI STRAUSS & CO. TO WEBCAST

FIRST-QUARTER EARNINGS CONFERENCE CALL

SAN FRANCISCO (April 3, 2013) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the first quarter ended February 24, 2013. The call will be held on Tuesday, April 9, 2013 at 1:00 p.m. Pacific/4:00 p.m. Eastern Time, and will be hosted by Chip Bergh, president and chief executive officer, and Harmit Singh, executive vice president and chief financial officer.

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.28577821.

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 on April 9, 2013 and archived on the site for one month. A telephone replay is also available through April 15, 2013, at 800-585-8367; I.D. No. 28577821.

To access the news release on April 9, 2013, 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 a global footprint of approximately 2,300 franchised and company-operated stores. Levi Strauss & Co.'s reported fiscal 2012 net revenues were \$4.6 billion. For more information, go to <http://levistrauss.com>.