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LEVI STRAUSS & CO. TO WEBCAST
SECOND-QUARTER EARNINGS CONFERENCE CALL

SAN FRANCISCO (July 6, 2011) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company’s financial results for the second quarter ended May 29, 2011. The call will be held on Tuesday, July 12 at 1:00 p.m. Pacific/4:00 p.m. Eastern Time, and will be hosted by John Anderson, chief executive officer; Blake Jorgensen, chief financial officer; and Robert Hanson, president of the global Levi’s® brand.

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. 78749254.

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 July 12, 2011 and archived on the site for one month. A telephone replay is also available through July 18, 2011, at 800-642-1687 in the United States and Canada, or + 706-645-9291 internationally; I.D. No. 78749254.


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 February 27, 2011, the company operated 482 stores within 31 countries. Levi Strauss & Co.’s reported fiscal 2010 net revenues were $4.4 billion. For more information, go to http://levistrauss.com.