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ATTENTION ALL ORIGINAL, AUTHENTIC AND STYLISH MILLENNIAL WOMEN: THE LEVI'S® BRAND KICKS OFF THE SEARCH FOR THE NEXT FAN-SELECTED "LEVI'S® GIRL," THE ONLINE VOICE OF LEVI'S® WOMEN

SAN FRANCISCO (January 13, 2011) – The Levi's® brand today announced that the search begins for the second-ever "Levi's® Girl," the online voice of Levi's® women. Using its crowdsourcing Facebook app, users will be able to submit videos documenting why they should be chosen as the new face and voice for Levi's® women in the digital space. In this specialized six-month assignment, the new "Levi's® Girl" will allow the brand voice for women to be heard and channel the essence of "Shape What's to Come," the brand's global online community where Millennial women around the world can connect with peers and mentors to shape their futures." Last year we empowered the first-ever 'Levi's® Girl' – Meghan Smith – who brilliantly captured the female spirit of the brand and engaged directly with our fan base and global Shape What's to Come community," said Kristin Bannister, Levi's® Director of Women's & Digital Marketing. "We're thrilled to open up the search again to find the next social media superstar who will speak to millennial women around the world."

Interested candidates are encouraged to submit their entries through February 2, 2011. The Levi's® brand will select the top five submissions. Community members will then have one week, February 16-23, to vote for their favorite candidate amongst the top five. Announced March 7, 2011, the lucky winner will receive a six-month paid position to work alongside the "Levi's® Guy" in the Levi's® marketing department. The new "Levi's® Girl" will be relocated by the company to work at its headquarters in San Francisco.

Social media-savvy candidates who are 18 years old or older, have a keen sense of style and are looking for a professional internship at a global retail brand are encouraged to enter the contest. The ideal

candidates are honest, brave and passionate about making an impact in their communities, with an eye on global issues.

To view the app at www.facebook.com/levis simply “Like” the Levi’s® Facebook page.

ABOUT THE LEVI’S® BRAND

The Levi’s® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss and Jacob Davis 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.

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