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LEVI STRAUSS & CO. ANNOUNCES LEADERSHIP APPOINTMENTS

Names Regional Presidents, New President of the Dockers® Brand, and Chief Communications Officer

SAN FRANCISCO (July 18, 2013) - Levi Strauss & Co. (LS&Co.) announced today leadership changes in its executive team with the creation of regional presidents for the Americas, Europe and Asia. This is part of a natural evolution of the company's organization structure to further leverage the strength of its global brands and to drive long-term profitable growth. Also today, the company announced a new president for the Dockers® brand and a new chief communications officer.

"We've established good momentum over the past year and I am confident the leaders we are putting in place today will help deliver the next phase of growth for LS&Co.," said Chip Bergh, president and chief executive officer of LS&Co. "This new structure with brands and retail being managed globally, intersecting with strong regional leadership of our business on a pan-brand, omni-channel basis is a natural evolution that will help accelerate our profitable growth by being closer to consumers and competing holistically at the market level."

Anne Rohosy is appointed executive vice president LS&Co. and president of the Americas, effective immediately. In this new position, she is responsible for LS&Co.'s overall business strategy and operations across all brands and channels in the region and will continue to report to Bergh. Rohosy joined the company in 2009 and most recently served as executive vice president and president of commercial operations for Europe and the Americas. Under her direction, the company has worked closely with wholesale customers to enhance its brands' on-floor presence and introduced new consumer experiences, such as the Levi's® brand denim bars at JCPenney stores. In the most recent quarter, the company's wholesale business grew double-digits at its top-ten customers, largely driven by the Americas, reflecting a strong consumer response to the great products and enhanced in-store experience in several top accounts.

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Seth Ellison is appointed executive vice president LS&Co. and president of Europe, effective immediately. In this new position, he is responsible for LS&Co.'s overall business strategy and operations across all brands and channels in the region and will continue to report to Bergh. Ellison joined the company in September 2012 as executive vice president and president of the Dockers® brand, bringing more than 30 years of apparel industry experience. Under his direction, the Dockers® brand has improved its performance, re-establishing connections with traditional consumers as well as winning over a more modern consumer base. With a keen focus on its core products – men's pants – the Dockers® brand has reversed a long-term decline and is again growing profitably.

Roy Bagattini remains in his current capacity as executive vice president LS&Co. and president, Asia Pacific and will continue to report to Bergh. Effective November 25, 2013, which is the start of LS&Co.'s next fiscal year, Bagattini will assume additional responsibility for the company's Africa and Middle East operations. The new entity he will oversee includes Asia Pacific, Middle East and Africa.

In addition, the company announced that Lisa Collier is promoted to executive vice president and president of the global Dockers® brand, succeeding Ellison, effective immediately. Collier has more than 30 years of experience in the apparel industry in a variety of roles, including general management. Most recently, she served as senior vice president of product development, LS&Co. global supply chain. She previously led merchandising and licensing for the Dockers® brand and worked in product development for the Levi's® brand. In her new role as president, Collier is responsible for managing the strategic direction, and marketing and product development of the Dockers® brand, reporting to Bergh.

"I have been impressed with Lisa's passion for the Dockers® brand and her ability to make things happen," said Bergh. "She is most deserving of this promotion and her background in merchandising, general management and supply chain makes her the perfect leader to take Dockers® to the next level."

The company also announced today that Kelly McGinnis will join as chief communications officer on August 5, reporting to Bergh. McGinnis will shape the company's corporate affairs strategy and manage stakeholder relations. She will oversee a global team that includes media relations, internal communications, government affairs, consumer relations, community affairs, and the LS&Co. archives. As a member of LS&Co.'s senior executive team, McGinnis will also help determine the global corporate strategy. McGinnis brings more than 20 years of experience as a senior communications leader. Most recently, McGinnis served as vice president of global communications for Dell.

“We’re thrilled to have Kelly join the LS&Co. team,” said Bergh. “She will build on the company’s storied 160-year heritage and pioneering leadership to create LS&Co.’s next great chapter.”

Amber McCasland, who has served as interim chief communications officer since January 2013 will resume her role as senior director of corporate affairs, once McGinnis joins in August.

With these appointments, the company’s Worldwide Leadership Team now consists of Chip Bergh, president & chief executive officer; Roy Bagattini, president of Asia Pacific; Varun Bhatia, chief human resources officer; James Curleigh, president of the Levi’s® brand; Seth Jaffe, general counsel; David Love, chief supply chain officer; Harmit Singh, chief financial officer; and Lisa Collier, Kelly McGinnis, Seth Ellison and Anne Rohosy in their new roles in the Dockers® brand, Corporate Affairs, Europe and the Americas, respectively.

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 2,900 retail stores and shop-in-shops. Levi Strauss & Co.’s reported fiscal 2012 net revenues were \$4.6 billion. For more information, go to <http://levistrauss.com>.

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