

FOR IMMEDIATE RELEASE

Investor Contact: Roger Fleischmann
Levi Strauss & Co.
(800) 438-0349
rfleischmann@levi.com

Media Contact: Jeff Beckman
Levi Strauss & Co.
(415) 501-7777
jbeckman@levi.com

LEVI STRAUSS & CO. TO WEBCAST REVIEW OF SECOND-QUARTER 2010 FINANCIAL RESULTS

SAN FRANCISCO (July 7, 2010) – Levi Strauss & Co. will broadcast over the Internet its conference call to discuss second-quarter 2010 financial results for the period ended May 30, 2010. The call will be held on Tuesday, July 13, 2010, at 4 p.m. Eastern Daylight Time, and will be hosted by John Anderson, chief executive officer; Blake Jorgensen, chief financial officer; and Robert Hanson, president, Levi Strauss Americas.

To access the Webcast, please visit www.levistrauss.com/investors/earnings-webcast. A same-day replay of the Webcast will be available on www.levistrauss.com at approximately 7 p.m. Eastern Daylight Time, and archived on the site for one month.

To access the related earnings news release on July 13, 2010, please visit www.levistrauss.com/investors/financial-news.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers® and Signature by Levi Strauss & Co.™ brands. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. For more information, go to <http://levistrauss.com>.

###