

LEVI STRAUSS & CO.

FOR IMMEDIATE RELEASE

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LEVI STRAUSS & CO. TO WEBCAST FIRST-QUARTER 2014 EARNINGS CONFERENCE CALL

SAN FRANCISCO (April 2, 2014) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the first quarter ended February 23, 2014. The call will be held on Tuesday, April 8, 2014 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: 1-800-891-4735 in the United States and Canada or +1-973-200-3066 internationally; I.D. No. 19747790.

A replay of the Webcast will be available on <http://www.levistrauss.com/investors/earnings-webcast> within two hours after the event and archived on the site for one month. A telephone replay will be available through April 14, 2014 at 1-800-585-8367 in the United States and Canada or +1- 404-537-3406 internationally; I.D. No. 19747790.

To access the news release on April 8, 2014 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 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2013 net revenues were \$4.7 billion. For more information, go to <http://levistrauss.com>.