

FOR IMMEDIATE RELEASE

Investor Contact: Chris Ogle
Levi Strauss & Co.
(800) 438-0349
Investor-relations@levi.com

Media Contact: Amber Rensen
Levi Strauss & Co.
(415) 501-7777
newsmediarequests@levi.com

**LEVI STRAUSS & CO. TO WEBCAST
FOURTH-QUARTER AND FISCAL-YEAR 2014 EARNINGS CONFERENCE CALL**

SAN FRANCISCO (February 2, 2015) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the fourth quarter and fiscal year ended November 30, 2014. The call will be held on Monday, February 9, 2015, 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 <https://engage.vevent.com/rt/levistraussao~020915> 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. 72233474.

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 week. A telephone replay will be available through February 17, 2015, at 800-585-8367 in the United States and Canada or +1 404-537-3406 internationally; I.D. No. 72233474.

To access the news release on February 9, 2015, 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 2,600 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>.