

Mar. 24, 2010

THE DOCKERS® BRAND LAUNCHES GLOBAL PREMIERE OF NEW KHAKI LINE AT LOS ANGELES SPECIALTY STORE AMERICAN RAG CIE

New line of re-mastered classic khakis debuts in March 2010, inviting LA's most stylish to "wear the pants"

SAN FRANCISCO (March 24, 2010) – The Dockers® brand today announces the US launch of a new line of premium khakis at American Rag Cie, the unique Los Angeles retail destination for those with immaculate style. This marks the Dockers® brand's first ever collection of premium products to debut in the US and the global premier of the new Dockers K-1 Khaki collection. Beginning on March 27th, 2010, American Rag Cie will premiere the collection of Dockers® available in a special installation, ushering in a new era of khakis made with an unwavering commitment to impeccable craftsmanship.

The new Dockers® collection is deeply rooted in products that re-imagine vintage styles and are executed with a pedigree of authenticity. The Dockers® collection, debuting on March 27th at American Rag Cie, is centered around the brand's quintessential khaki pant: The Dockers® K-1 Khaki. This preeminent khaki is re-introduced in 8 different styles and 16 new colors. With fresh silhouettes and a singular attention to detail, the collection features an array of styles including the K-1 Cramerton Rigid (a clean, rigid finish); the K-1 Cramerton Affected (a vintage look with resin-baked whiskers and unique staining); the K-1 Acadia (a rip and repair destruction with multiple dyeing processes on flat twill); K-1 Cords (a vintage look with various wash and dye methods and buttery soft texture); the K-1 Hull (a canvas with a three dimensional finish and whiskers); the K-1 Jaspe (a granite jaspe fabric with a distressed finish); the K-1 Sepia (a sepia finish for an authentic, rust stained pant); and K-1 Frosted (an over-dye khaki with multiple tinting and drying processes). In August, a new flow of khakis will hit the floor direct from the Dockers® line. This US exclusive includes the D-1 Pocket Cargo and the Slim Tapered Pleat. Handcrafted to perfection, this new assortment of khakis is a perfect fit for American Rag Cie, as the classic khaki has been given a modern twist.

The product presentation will play off of the store's eclectic aesthetic and diverse selection of contemporary apparel. American Rag Cie will transform the area near the entrance of their world famous "denim bar" into a special shop-in-shop installation, where the collection of Dockers® khakis will be permanently and prominently housed. The environment features the signature Dockers® wing and anchor hanging from the ceiling and illuminated by hanging light bulbs, and the rustic space will be accompanied by a window display that runs along La Brea Boulevard.

"We are thrilled to get our khakis in front of new consumers at American Rag," says Jennifer Sey, Vice President of Global Marketing for the Dockers® brand. "It's exciting to see a leading retailer with a highly discriminating consumer select Dockers as their khaki brand of choice because of its authenticity, authority and relevance." Echoes Jennifer Althouse, Buyer for American Rag Cie, "This is a groundbreaking moment for American Rag Cie and Dockers. We can't wait for our customers to discover the great new line of khakis, and are certain that these pants are a cut above for the LA market."

To celebrate the launch of this trailblazing collection of khakis, on March 27, 2010 from 1 PM - 5 PM shoppers can enter to win special in-store prizes and take an exclusive peek at a few of the first pairs of khaki products made by LS&CO., as presented by Lynn Downey, the Levi Strauss & Co. Historian. A private cocktail party will follow that evening, where guests will experience

the timeless luxury of a great pair of pants.

About the Dockers® Brand

The Dockers Brand has embodied the spirit of khaki for more than 20 years. Quality? Always. Authenticity? Check. We make khakis that do their job so you can do yours. We're talking good-looking pants in a full range of fits, and the essential goods to go with them, for men and women. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. In over 40 countries around the world. Wearing the pants has never looked so good. For information on Dockers® and it's products call 1-800-DOCKERS or visit www.Dockers.com.

###

CONTACTS:

Melina Baxter
Dockers®
(415)501-4229
mbaxter@levi.com

RJ Rousso
RFPR, Inc.
(323) 933-4646
rj@rf-pr.com