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**THE LEVI'S® BRAND AND BROOKS BROTHERS COLLABORATE ON AN EXCLUSIVE
COLLECTION OF JEANS MADE IN THE USA**

SAN FRANCISCO, CA (July 29, 2010) – Today two renowned American apparel icons, the Levi's® brand and Brooks Brothers, announce the launch of a new collection of jeanswear for men, *Levi's® Jeans, Made in the USA for Brooks Brothers*. Available at Brooks Brothers stores nationwide, online at www.brooksbrothers.com and in Brooks Brothers catalogs beginning July 29, the collection is the latest in an ongoing series of special collaborations for both brands and re-affirms a shared commitment to products that are "made in America".

"From presidents to pop artists, pioneers with a distinctly American optimism have been devoted to the purpose and timelessness of Brooks Brothers and Levi's® products," offers Carl Chiara, director of Men's and Women's Brand Concepts and Special Projects for the Levi's® Brand, The Americas. "Levi's® jeans and Brooks Brothers suits have been staples of American menswear through world wars and civil wars, booms and busts, and the continued transformation and redefinition of the American frontier; It may have taken us over 135 years, but we are finally joining forces and are excited to be doing something together!"

Lou Amendola, Brooks Brothers Chief Merchandising Officer, added, "For generations, nothing has conveyed the image of iconic American style more than a pair of Levi's® jeans worn with a Brooks Brothers button-down shirt. With our exclusive jeans collection we have created

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something that is both authentic and timeless. It is our shared commitment to quality and craftsmanship combined with equal measures of innovation and tradition which have allowed both brands to stand the test of time.”

Levi's® Jeans, Made in the USA for Brooks Brothers features a carefully crafted assortment of sophisticated and classic jeans for Brooks Brothers' customers. Offered in a range of timeless finishes and washes, the line consists of the original and iconic 501® jean, the celebrated 505® jean (the zip-fly “sibling” of the 501® jean) and the modern and streamlined 514™ Slim Straight jean. Each of these jeans is crafted in a factory in Los Angeles using imported materials and will retail for \$148.

Brooks Brothers collaboration with the Levi's® brand is a truly natural and authentic fit. Brooks Brothers was a pioneer, introducing America's earliest ready-to-wear fashion emporium in 1818 just as the invention of the blue jean in 1873 defined the product category, both for the Levi's® brand and all denim-makers to follow. Since then both companies – driven by a respect for quality and integrity that is embodied in Brooks Brothers' “Golden Fleece” and in Levi's® Two Horse® Design – have amassed a long history of serving the needs of pioneering men in the USA and around the world.

ABOUT BROOKS BROTHERS

As America's oldest retailer, Brooks Brothers has long been a fashion innovator. Established in 1818, Brooks Brothers was the first to offer ready-to-wear clothing and has continued throughout history with iconic product introductions including: the first ready-made suits, the original button-down collar, seersucker, madras, and the non-iron shirt. Nearly two centuries later, Brooks Brothers is proud to uphold the same traditions and values and to be the destination for ladies and gentlemen from every generation. Since its founding 192 years ago in

Levi's® Brand Teams with Brooks Brothers /Add Two
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New York, Brooks Brothers has become a legendary international retailer while maintaining a steadfast commitment to exceptional service, quality, style and value.

www.brooksbrothers.com

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit www.levi.com.

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