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CONTACTS:

Brett Anderson
Levi's® Public Relations
(212) 704.3234
banderson@levi.com

Amy Terai
Filson® Public Relations
206-624-4437 ext. 3767
amy.terai@filson.com

**THE LEVI'S® BRAND AND FILSON® PARTNER TO INTRODUCE
"LEVI'S® WORKWEAR BY FILSON®"**

***New Collection of Workwear-Inspired Men's Apparel and Accessories,
Made in the USA***

SAN FRANCISCO, CA (AUGUST 3, 2010) – This week, the Levi's® brand announces a new design partnership and exclusive menswear collection with Seattle-based outdoors outfitter Filson®. The new collection marries the uncompromised craftsmanship, rich history and pioneering spirit shared by the two apparel leaders. The *Levi's® Workwear by Filson®* range spotlights the blue-jean inventor's iconic workwear origins and silhouettes, while utilizing Filson's® superior manufacturing techniques, signature fabrications and iconic styles. This exclusive collection of built-to-last, highly functional men's apparel and accessories carries the lifetime guarantee associated with both partners involved and will be sold in select Levi's® and Filson® retail stores and on www.levi.com and www.filson.com beginning this August 2010.

Levi's® Workwear by Filson® includes durable outdoor clothing made from only the finest and sturdiest materials including oil finish Tin Cloth, Rugged Twill, Genuine Bridle Leather, brass hardware and rigid denims. The miners, loggers, cowboys and mariners who pioneered the American frontier demanded clothing that was as tough as they were. Whether they were building, exploring, or searching for gold, men of every trade relied on outfitters that sold quality goods, made strong for the work of the day. So it's no surprise that quality, craftsmanship and attention to detail have been – and continue to be – paramount to Levi's® and Filson® clothing.

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“Levi's® and Filson's® celebrated workwear products helped equip the pioneers who built America, and continue to be embraced today by the new American pioneers who are reshaping the landscape of America,” said Carl Chiara, director of Men's and Women's Brand Concepts for the Levi's® Brand, the Americas. “The Levi's® brand has been renowned for its artisanship, quality and reliability since inventing the blue jean in 1873 and our partnership with Filson® is a natural, authentic extension of these trailblazing brand values.”

“The Filson® and Levi's® brands have made quality products for well over 100 years that, in essence, have stood the test of time because of their original iconic designs and sturdy materials,” said Bill Kulczycki, CEO of Filson. “The Levi's® and Filson® Workwear collaboration celebrates each brand's hallmark qualities and the fact that both have been handed down through generations. This collection—made in Seattle, Washington—presents the best of the best from the Levi's® and Filson® brands, reinforcing their relevance in a time when consumers' emotional connection to brands is paramount.”

Levi's® Workwear by Filson® is a carefully crafted assortment of quality menswear, where key silhouettes from one brand are cut from celebrated textiles synonymous with the collaborative partner. For example, the line features the original Levi's® Trucker Jacket made with Filson's sturdy oil finish Tin Cloth; the Filson® Cruiser Jacket cut in Levi's® iconic rigid denim; the first ever, fully functional denim shooting shirt; a rigid denim and wool cap; and a selection of bags - two tote styles and a small duffle - built to withstand heavy use. Each product was meticulously crafted by skilled workers in C.C. Filson's factory in Seattle, Washington. Arriving in Levi's® and Filson® retail stores and on levi.com in August, the collection will range in price from \$50 to \$228.

The *Levi's® Workwear by Filson®* collection is the latest endeavor in an ongoing series of special Levi's® products and styles that are constructed, finished and manufactured in the United States, using imported materials. Previous Levi's® Made in the USA lines include collaborative limited-edition collections developed with Brooks Brothers, Opening Ceremony, Robert Geller and Engineered Garments.

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss 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.

ABOUT FILSON®

Filson®, a leading outfitter for outdoor enthusiasts, is committed to providing the highest performance apparel that stands up to the toughest conditions. The company's 110+ year legacy is built upon its reputation for honesty, quality and durability. The brand's tough yet comfortable outdoor clothing is a favorite among hunters and fishermen, engineers and explorers, mariners and miners, and anyone who has a passion for the outdoors. Renowned for proprietary fabrics such as heavyweight Tin Cloth and warm, rugged Mackinaw Wool, Filson's® quality apparel and accessories have made it a trans-generational brand. Filson's® flagship retail store is located in Seattle, Washington, where the company is headquartered and another retail store is located in Portland, Oregon. For information or a free catalog, call #800-624-0201 or visit www.filson.com.