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CONTACT: KELLEY BENANDER  
(415) 501-7598  
[kbenander@levi.com](mailto:kbenander@levi.com)

GENEVIEVE SEXTON  
(415) 501-7842  
[gsexton@levi.com](mailto:gsexton@levi.com)

**LEVI STRAUSS & CO. DEDICATES A DAY OF COMMUNITY SERVICE  
AROUND THE WORLD**

***157 year-old apparel company demonstrates that giving back never goes out of style***

SAN FRANCISCO (May 5, 2010) — From San Francisco to the beaches of Taipei, in London, Dhaka and Cape Town, Levi Strauss & Co. employees are taking a day off work to volunteer in local communities around the globe.

Working with non-profit organizations that share the company's focus on environmental sustainability, equality and the fight against HIV/AIDS, employees will participate in approximately 165 community projects in 44 countries around the globe as part of the company's 10th annual Community Day.

"Giving back to the community is deeply woven into the history of this company. Taking the day off to volunteer is one of our favorite ways of demonstrating that giving back never goes out of style," says Levi Strauss & Co. CEO, John Anderson. The company will also be donating \$500,000 in grants to non-profit organizations around the world as part of its Community Day outreach.

In the company's hometown of San Francisco, around 800 employees will participate in 27 local community projects on Wednesday, May 5th including upgrading Glide's transitional housing center on Treasure Island, gardening with Good Samaritan Family Resource Center in the Mission, cleaning up at Crissy Field and landscaping a new, urban campground at Rob Field in the Presidio.

One project has a special, historical significance for Levi Strauss & Co. Only one year after starting his dry goods business, the company founder Levi Strauss, made one of the very first donations to the Edgewood center. What began as a refuge for Gold Rush orphans more than 150 years ago, the Edgewood Center for Children and Families now helps children and families overcome severe challenges like abuse, neglect, mental illness and family crisis.

Levi Strauss & Co. has continued to support the center and this year, Levi Strauss & Co. employees will help address maintenance issues and host a “pop-up” Levi’s® store at the center so each child can pick out new Levi’s® clothes.

Continuing the company’s leadership on sustainability and the fight against HIV/AIDS, employees at Levi’s® Plaza will be using a fleet of industrial sewing machines to close the environmental loop by reusing and transforming denim scraps and clothing remnants into dog beds for the clients of PAWS – a local, volunteer organization that provides for the pets of people with HIV/AIDS and other debilitating diseases.

“These dynamic volunteers from Levi’s® are playing a big role in helping PAWS make sure that people in our community never have to give up the unconditional love and support their pets provide,” says John L. Lipp, President and CEO of PAWS.

#### **About Levi Strauss & Co.**

Levi Strauss & Co. is one of the world’s largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi’s®, Dockers® San Francisco and Signature by Levi Strauss & Co.™ brands. Levi Strauss & Co. reported fiscal 2008 net revenues of \$4.4 billion. For more information, go to <http://levistrauss.com>.