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THE LEVI'S® BRAND APPOINTS NEW VICE PRESIDENT OF GLOBAL MEN'S DESIGN

SAN FRANCISCO (April 28, 2011) – The Levi's® brand today announced it has appointed Walker MacWilliam as its new global head of men's design. As vice president of design for the Levi's® brand, Mr. MacWilliam will be responsible for the design and development of all Levi's® men's product categories globally.

Mr. MacWilliam joins Levi Strauss & Co. from Coach where his responsibilities included the conceptualization, design and development for all categories of men's and women's including wearables, bags and accessories.

"Walker brings incredible product design instincts and a creative and innovative spirit to the Levi's® brand," said Robert Hanson, president of the global Levi's® brand.

Senior vice president of global men's merchandising and design Erik Joule added, "I'm confident Walker's proven success in conceptualizing and developing product lines for major apparel companies will prove to be a valuable asset as we continue to build on the recent momentum of the brand."

Mr. MacWilliam brings over 20 years of design experience to the Levi's® brand. Prior to his leadership position at Coach, Mr. MacWilliam was Creative Director at Jack Spade where he was influential in the launch of Jack Spade and oversaw design, development, and merchandising as well as advertising and marketing. Mr. MacWilliam began his career at Polo Ralph Lauren where he was responsible for the launch of RRL in addition to having other senior

design responsibilities. Mr. MacWilliam has also held senior design positions with Club Monaco and Donna Karan International.

“The Levi’s® brand is truly the embodiment of American style and craftsmanship. I’m looking forward to building on the incredible heritage and the recent momentum of the brand, while helping to shape the architecture of future product lines around the globe,” said Mr. MacWilliam.

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.

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 franchised and company-owned stores. As of February 27, 2011, the company operated 482 stores within 31 countries. Levi Strauss & Co.’s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.