

News - September 3, 2013

dENiZEN® From the Levi's® Brand Teams Up With Dallas Football Star Jason Witten

dENiZEN® jeans proudly introduces Jason Witten as the face of its fall men's line, and offers fans a chance to win a grand prize trip to Dallas to watch him play.

SAN FRANCISCO (September 3, 2013) – Today, dENiZEN® jeans celebrates the introduction of its fall denim line with the launch of a new advertising campaign featuring Tight End Jason Witten, and a sweepstakes that will give one lucky fan the opportunity to see the All-Pro athlete play in Dallas this year.

Since launching in 2011, the dENiZEN® brand has offered great-fitting, high quality and affordable denim, made by the people who invented jeans. The seven featured fits of the fall men's line remain true to the durability and reliability the Levi Strauss & Co. heritage was built upon, making dENiZEN® jeans and Jason Witten, a respected ten-year football veteran, a perfect fit.

“Jason is the ultimate all-American guy. He is a tough, driven, family man who also prides himself on looking his best,” said Nancy Hudak, Senior Vice President and General Manager for the dENiZEN® brand. “He was an obvious choice to be the face of our fall men's line as our fans share many of the same values, and we're thrilled to offer fans the chance to see such a great athlete in action.”

“My jeans are my uniform when I'm off the field,” said Witten. “I want quality jeans that fit great, last a long time, and look good -- that's what dENiZEN® jeans deliver, and why I'm really excited to be the face of its fall men's line.”

dENiZEN® Jeans/Jason Witten Dallas Sweepstakes

From Sept. 3 to Oct. 26, fans are invited to “like” the [dENiZEN® Jeans Facebook](#) page and enter to win a grand prize trip for two to Dallas to see Witten play. In addition to a trip to Dallas and tickets to a football game, fans are eligible to win other fantastic prizes including autographed footballs, jerseys and caps, and dENiZEN® jeans from the new fall line. Additional details can be found on the [dENiZEN® Jeans Facebook](#) page.

dENiZEN Jeans – Fall 2013 Collection

The Levi Strauss & Co. heritage imbued into each pair of dENiZEN jeans assures authentic denim style and quality. The 2013 men's line features an array of styles and fits – from classic to modern, so men of all types are sure to find their favorite fit. Now two of the brand's best-selling men's fits, the 285™ Relaxed and 236™ Regular, are available for a new low price of \$19.99. The fit lineup for fall includes:

- **285™ Relaxed** - These laid-back jeans sit slightly below the waist and are relaxed through the seat and thigh with a straight leg. They're comfortable and classic.

- **236™ Regular-** dENiZEN® jeans' 236™ Regular sits comfortably at the waist and has a familiar classic fit, you can't go wrong.
- **218™ Slim Straight-** The 218™ Slim Straight offers the perfect combination of our straight and skinny fits. It sits comfortably below the waist, with a slim fit and straight leg.
- **281™ Straight-** A timeless, versatile fit that easily dresses up or down. These jeans sit slightly below the waist and feature a straight leg.
- **299™ Loose -**These friendly, easy-going jeans feel great the moment you put them on. They're cut loose through the thigh, sit below the waist and have a straight leg.
- **216™ Skinny-** This modern style is cut slim through the thigh and leg, these skinny jeans are long, lean and infinitely modern.
- **288™ Taper *NEW*** - A great alternative to skinny jeans. The 288™ Taper fit sits below the waist, and offers more room in the seat and thigh with a tapered leg.

The 2013 fall collection of dENiZEN® jeans, available now at Target® stores and Target.com, features seven fits for men, five fits for women, and three fits for boys. Shoppers can browse the entire line on www.denizen.com. For more information, and to enter the Jason Witten Sweepstakes Giveaway visit www.facebook.com/Denizen.

ABOUT THE dENiZEN® BRAND

In 2011, Levi Strauss & Co. launched dENiZEN® *from the Levi's® brand* in the United States, with high-quality jeanswear for men, women and kids sold exclusively at Target® stores and on Target.com. Denizen means "inhabitant": living in a place, living on earth, and belonging to a community of friends and family. The dENiZEN® product collection is designed with the standards of construction and craftsmanship that have made Levi Strauss & Co. famous around the world. The dENiZEN® *brand is* outfitting consumers today with great-fitting, quality jeanswear and other fashion essentials at affordable prices. Visit www.denizen.com to learn more.

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 a global footprint of approximately 2,900 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2012 net revenues were \$4.6 billion. For more information, go to www.levistrauss.com.