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LEVI STRAUSS & CO. OFFERS CLOTHING DONATIONS TO VICTIMS OF SAN BRUNO, CA. GAS EXPLOSION

SAN FRANCISCO (September 10, 2010) – Levi Strauss & Co. today announced a clothing donation program for victims of the San Bruno, California gas explosion. Victims of this disaster are eligible to receive a \$250 gift card for Levi's® brand clothing. Gift cards can be claimed through the Bay Area Chapter of the American Red Cross and can be redeemed at any Levi's® Store.

In addition, the Levi Strauss Foundation has offered a \$25,000 donation to the local chapter of the American Red Cross to aid in the community's recovery from this disaster. The company will also match employee donations. Victims can receive Red Cross disaster relief by calling 1-888-4-HELP-BAY (1-888-443-5772) or visiting redcrossbayarea.org.

As a San Francisco-based business, Levi Strauss & Co. is committed to serving the needs of its community and neighbors. The company extends its sympathy and support for those affected by this tragedy.

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®, Signature by Levi Strauss & Co.™ and Denizen™. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. For more information, go to <http://levistrauss.com>.