

FOR IMMEDIATE RELEASE

Investor Contact: Blake Jorgensen
Levi Strauss & Co.
(800) 438-0349
investor-relations@levi.com

Media Contact: Kris Marubio
Levi Strauss & Co.
(415) 501-6709
kmarubio@levi.com

LEVI STRAUSS & CO. TO WEBCAST

FOURTH QUARTER AND FISCAL YEAR 2010 EARNINGS CONFERENCE CALL

SAN FRANCISCO (February 2, 2011) – Levi Strauss & Co. (LS&Co.) will host a conference call to discuss the company's financial results for the fourth quarter and fiscal year ended November 28, 2010. The call will be held on Tuesday, February 8th at 1 p.m. Pacific Standard Time (4 p.m. Eastern Standard Time), and will be hosted by John Anderson, chief executive officer; Blake Jorgensen, chief financial officer; and Robert Hanson, president of the global Levi's® brand.

To access the live webcast, please visit <http://www.levistrauss.com/investors/earnings-webcast>. A same day replay of the Webcast will be available on www.levistrauss.com at approximately 4:00 p.m. Pacific, and archived on the site for one month. A telephone replay is also available through February 14, 2011, at 800-642-1687 in the United States and Canada, or 706-645-9291 internationally; I.D. No. 37914694.

To access the related news release on February 8, 2011 please visit <http://levistrauss.com/news/press-releases>.

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 August 29, 2010, the company owns and operates 456 stores in 26 countries. Levi Strauss & Co.'s reported fiscal 2009 net revenues were \$4.1 billion. For more information, go to <http://levistrauss.com>.

Forward Looking Statement

This news release contains, in addition to historical information, forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We have based these forward-looking statements on our current assumptions, expectations and projections about future events. We use words like "believe," "will," "so we can," "when," "anticipate," "intend," "estimate," "expect," "project" and similar expressions to identify forward-looking statements, although not all forward-looking statements contain these words. These forward-looking statements are necessarily estimates reflecting the best judgment of our senior management and involve a number of risks and uncertainties that could cause actual results to differ materially from those suggested by the forward-looking statements. Investors should consider the information contained in our filings with the U.S. Securities and Exchange Commission (the "SEC"), including our Annual Report on Form 10-K for the fiscal year ended November 29, 2009, especially in the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections. Other unknown or unpredictable factors also could have material adverse effects on our future results, performance or achievements. In light of these risks, uncertainties, assumptions and factors, the forward-looking events discussed in this news release may not occur. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date stated, or if no date is stated, as of the date of this news release. We are not under any obligation and do not intend to make publicly available any update or other revisions to any of the forward-looking statements contained in this news release to reflect circumstances existing after the date of this news release or to reflect the occurrence of future events even if experience or future events make it clear that any expected results expressed or implied by those forward-looking statements will not be realized.

#