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LEVI STRAUSS & CO. NAMES CRAIG NOMURA HEAD OF GLOBAL RETAIL

SAN FRANCISCO (Jan. 23, 2014) - Levi Strauss & Co. (LS&Co.) today announced that Craig Nomura, a 25-year industry leader, will join the company as executive vice president and president of global retail, effective Feb. 3, 2014.

Mr. Nomura will lead a global team of 7,300 employees responsible for driving a world-class omni-channel retail experience across a footprint of approximately 2,800 owned and operated, franchise and outlet stores. He will drive new, innovative solutions to continue LS&Co.'s rapid and profitable retail growth and define new opportunities to connect the company's iconic brands with fans around the world. He will report to Chip Bergh, LS&Co. president and chief executive officer.

Mr. Nomura brings deep retail industry expertise spanning operations, inventory management, marketing and more. He also has a strong understanding of international consumer markets, having led growth strategies throughout his career in the United States, Japan, Canada, the United Kingdom, Singapore and the Middle East.

"Craig is a true global citizen with a proven track record of delivering profitable growth for some of the world's top retailers," said Mr. Bergh. "Whether it's through strategic franchise management, consumer-focused vertical retail experiences or tight inventory management, Craig's deep expertise across all aspects of retail operations will be a great asset to the management team as we work to make LS&Co. a world-class omni-channel retailer."

Mr. Nomura joins from Williams-Sonoma Inc., where he was responsible for international expansion as senior vice president of global development. He previously held leadership positions at Gap Inc., The Gymboree Corporation, Guess? Inc. and Foot Locker.

"I've been a fan of LS&Co. and its iconic brands since I bought my first pair of Levi's® 501® jeans, and I'm thrilled to be part of shaping how the next generation of fans experiences our brands," said Mr. Nomura. "I look forward to working with the LS&Co. team to build on their solid progress and drive even stronger business results for global retail and the company going forward."

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 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2012 net revenues were \$4.6 billion. For more information, go to <http://levistrauss.com>.

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