



Levi's® Brand Appoints Global Lead of Women's Merchandising & Design

San Francisco, CA (March 15, 2011) -- The Levi's® brand today announced it has appointed Laurie Etheridge as the global lead of Women's Merchandising & Design. As Senior Vice President of Women's Merchandising & Design for the Levi's® brand, Ms. Etheridge will be responsible for the design, development and merchandising of all of Levi's® women's product categories across all its regions. Ms. Etheridge joins the company from Perry Ellis International where she leads merchandising and design for women's global fashion brands, including Jantzen, Jag, Perry Ellis and Southpoint.

"Laurie is a savvy global business leader with a signature blend of merchandising expertise, product design instincts, operational rigor and financial acumen," said Robert Hanson, president of the global Levi's® brand. "She has an innovative vision for women's merchandising and design and I am confident she is the right leader to build on the momentum of Levi's® Curve ID."

"Levi's® is a revolutionary in women's denim. I am looking forward to building on the brand's heritage and creating products women love and can't live without," said Ms. Etheridge.

Ms. Etheridge began her career at Levi Strauss & Co. 16 years ago, eventually serving as Director of Merchandising for Levi's® Juniors and Girls product categories. Ms. Etheridge is returning to the company after successful stints at such global brands as Perry Ellis, Quiksilver and Speedo. Prior to Perry Ellis, Ms. Etheridge was Senior Vice President of Merchandising & Design for Roxy and Quiksilver Women's Brands where she was responsible for defining the brand product vision for the company's online and retail channels. As Vice President and GM of Speedo Women's Performance and Girls, Ms. Etheridge led global strategic product initiatives including contributing to the design and development of 2008 Olympic performance swim suits. Ms. Etheridge will join the company beginning April 18th.

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 November 28, 2010, the company operated 470 stores within 27 countries. Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.

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