



Levi Strauss & Co. Launches dENiZEN™, A New Jeanswear Brand in Asia

dENiZEN™ is the company's first brand to make a global debut in Asia

The launch features an innovative and unique pan-Asian social media project involving dENiZEN™ 10

SHANGHAI (18 August 2010) – Levi Strauss & Co., the global jeanswear leader, today unveiled its new brand, dENiZEN™. The dENiZEN™ brand offers great fitting, quality jeanswear for a new generation of upwardly mobile youth. With its global headquarters located in Hong Kong, dENiZEN™ is the first brand from Levi Strauss & Co. to debut outside the USA.

“This is the birth of a new history for Levi Strauss & Co. in Asia,” said Aaron Boey, president, Levi Strauss & Co. Asia Pacific Division. “The dENiZEN™ brand will offer our consumers what they have been looking for – stylish, well-made and comfortable clothes from a company they trust. With our 137 years of denim heritage and recognized jeans leadership in Asia, Levi Strauss & Co. is strongly positioned to meet this need among emerging middle class consumers in Asia.”

The dENiZEN™ brand is designed for 18 to 28-year-olds who seek high-quality jeanswear and other fashion essentials at affordable prices. The product collection – including a variety of jeans, tops and accessories – complements active lifestyles and empowers consumers to express their aspirations, individuality and attitudes.

“The dENiZEN™ brand is made for a new generation of young people who are motivated and forward-looking,” said Terence Tsang, senior vice president, dENiZEN™ brand, Levi Strauss & Co. “It offers an updated twist on classic essentials, encouraging consumers to create their own style and find their own voice. With the dENiZEN™ collection, we present quality jeans that are fit for everybody.”

To represent this new generation of consumers who inspired the development of the dENiZEN™ brand, the company is also introducing dENiZEN™ 10, an innovative and unique pan-Asian social media project involving real people with unique personalities and individual voices.

The dENiZEN™ brand selected ten individuals from across the region – China, Hong Kong, Singapore, Korea and India - to capture the mood of “Asia Rising”. These ten people represent the spirit of the dENiZEN™ brand. They are optimistic global citizens passionately pursuing their dreams.

The *dENiZEN™ 10* will spend 100 days sharing their experiences and response to the new brand on social media channels – as well as their thoughts on various life themes that speak to the new generation.

Approximately 50 *dENiZEN™* retail stores will open their doors to shoppers by the end of 2010 across China, Korea and Singapore.

Visit www.denizen.com to learn more about the brand.

(Note to editors: More information on the *dENiZEN™ 10* ambassadors is included as Annex)

For media enquiries, please contact:

Cindy Lim / Sue-Anne Chng

Edelman for Levi Strauss & Co.

Email: cindy.lim@edelman.com / sue-anne.chng@edelman.com

Tel: +65 6347 2321 / +65 6347 2348

Mobile: +65 9828 6959 / +65 9026 1688

Tod Gimbel

Levi Strauss & Co. Asia Pacific Division

Email: TGimbel@levi.com

Tel: +65 6730 7919

Mobile: +65 9832 7919

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™ brands. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. The company's Asia Pacific Division was established in 1995 in Singapore. It comprises local subsidiary businesses, licensees and distributors selling its products in 39 countries in Asia Pacific and Southern Africa. For more information, go to <http://levistrauss.com> or visit the new company blog, Unzipped, at <http://levistrauss.com/blogs>