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**LEVI'S® TIES THE MARRIAGE EQUALITY KNOT BY TEAMING UP WITH
WHITE KNOT FOR EQUALITY FOR SECOND CONSECUTIVE YEAR**

Iconic White Knot symbol to be displayed and available in Levi's® stores nationwide

SAN FRANCISCO (May 18, 2010) – As part of its ongoing commitment to equality, the Levi's® brand is once again partnering with White Knot for Equality in support of same-sex marriage. White Knot for Equality is a non-profit organization dedicated to achieving equal rights for the LGBT (Lesbian, Gay, Bisexual, Transgender) population. In solidarity with White Knot's mission, Levi's® is expanding on its existing partnership with White Knot by displaying white ribbons in all Levi's® stores nationwide beginning this week through the end of June 2010. As part of the program, mannequins will be outfitted with white ribbons, a symbol that combines two traditional signs of marriage – white and tying the knot. To further support the program, all stores will have a limited supply of white ribbons for employees and customers who want to show their support for equality.

“Our company believes deeply in promoting equal rights and fighting for social justice. We have a rich history of standing up for the rights of every citizen including those in the LGBT community,” said Robert Hanson, President, Levi Strauss Americas. “The white knot is a powerful symbol for individuals who want to demonstrate their belief in equality and we are proud to support the important work of the White Knot organization.”

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“We are proud to once again partner with Levi’s®, a company with a long history of supporting equality and social justice,” said White Knot founder, Frank Voci. “In a time when the issue may not be top of mind for most, this program brings much needed visibility across the nation to our continued struggle for equality.”

For more than fifty years, Levi Strauss & Co. has been a leader in the fight for equal rights on many fronts including racial, gender, sexual and economic. In the 1940s, Levi Strauss & Co. integrated their sewing plants in the south, decades before racial integration was required by the Civil Rights Act of 1964. In 1992 Levi Strauss & Co. was the first Fortune 500 company to offer health benefits to domestic partners and in 2003 the company was recognized for including gender identity as a protected class in its corporate non-discrimination policies. The company’s latest efforts in bringing awareness to the continued struggle for equality include its outspoken support of the “No on Prop 8” campaign in California in 2008. Levi’s Strauss & Co. aims to influence how people around the world perceive and treat others in an effort to help create a more diverse and equitable society.

ABOUT THE LEVI’S® BRAND

The Levi’s® brand epitomizes classic American style and effortless cool. Invented by Levi Strauss 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 WHITE KNOT FOR EQUALITY

Founded in 2008, White Knot for Equality is a 501-c(3) non-profit corporation with a mission to bring widespread awareness to the importance of marriage equality and overall equality for LGBTQ people. White Knot helps people to engage in the conversations necessary to affect change, and to visibly show the true support equality has. The White Knot takes two traditional symbols of marriage—white and tying the knot—and combines them to create a simple universal symbol for equality. White Knots are now worn by supporters in all 50 states and 30 other countries. For more information visit www.whiteknot.org.

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