



FOR IMMEDIATE RELEASE:

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Explore Your Passion with Levi's®

Pursue your life-long dreams and adventures with Levi's® as your constant fashion companion! Headlining this groundbreaking thrust are the new Levi's® brand ambassadors, each pursuing their own personal passions.

Independent filmmaker Paul Soriano pursued his craft without the benefit of formal schooling, just pure drive. A few years, several commercials and a feature debut film later; he's now a staple in the industry.

Career people by day, band by night; Taken by Cars has been actively rocking the indie scene since 2006. Their unique mix of shoegaze, electro, and new wave has earned them a place in Time Magazine's 5 Asian Bands to Watch Out for in 2011.

Nicole Wuthrich pushes herself to the limit with extreme sports like longboarding, climbing, surfing, and ultimate Frisbee, competing in events both here and abroad.

Urban ninja Ira Villar is the spokesperson for Parkour Philippines. A traceur, fight coordinator, and choreographer; to him, the world is a jungle gym.

Now Levi's® dares you to explore your personal passion in Levi's® "Your Journey contest". Just send Levi's® an image, a link to your Youtube video, or write down a phrase, anecdote, a poem - anything that tells the world whatever it is that you're into, that keeps you going or that you have passion for and get a chance to live your dreams through a prize package worth Php100,000! To join or know more about the promo, visit www.levi.com.ph/roadwear.



Check out the Levi's® brand ambassadors' trusted duds from Levi's® Summer Collection at the newly-renovated Levi's Men store at 2/F Ayala Center Cebu.

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® San Francisco and Signature by Levi Strauss & Co.™ brands. For more information, go to <http://levistrauss.com>.

Invented in 1873 by Levi Strauss & Co., Levi's® Jeans are the original, authentic jeans. The Levi's® brand offers the widest range of great-fitting jeans on the market and are the most widely recognized and often-imitated products in the history of apparel. Levi's® jeans have captured the imagination and loyalty of generations of diverse individuals through more than 150 years of innovation. For more information about the Levi's® brand, its products and the Levi's® Stores, visit <http://levi.com>.