



FOR IMMEDIATE RELEASE:

Contact: Ronnie Celestial
Levi's® Marketing
(02) 889-9301
rcelestial@levi.com

Kristel Yap
Thinline
(02) 817-9489
kristel@thinline.com.ph

It's a Bright White Summer

The sun has come out and it's time to go out and play, Levi's® style. Say goodbye to last season's drab, dark colors and say hello to bright white as Levi's® unveils its line-up for summer 2011!

Shine brighter than the sun in your own radiant pair of Levi's® Bright White jeans! Made with 99% cotton, these babies ensure that you always stay comfortable and cool under the scorching heat of the sun.



Concerned with unwanted underwear attention? Worry no more as these summer staples come with thicker material strategically sown in at all the right places; making sure that you can wear that fresh and crisp look with confidence. Stay relaxed with flip-flops or amp your look up with high heels. Pair up these immaculate jeans with cute graphic tees from Levi's® to make your look really pop and you're all set for the season!



Plus, with the expanded Levi's® Curve ID jeans system, these white beauties will hug and complement your body in a way that no boring pair of pants can. Slight curve, demi curve, or bold curve, whichever one you are, these jeans will fit you perfectly every time! Head to your nearest Levi's® store now and ask to be measured to find out what kind of curve you are!

The new Levi's® Summer 2011 Collection features a various array of products and will be available this April in the different Levi's® mall stores and in major department stores nationwide. Levi's® Curve ID is a line of custom fit jeans that utilizes a revolutionary fit system based on shape, not size, and has been expanded to include new styles and extended sizes.

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® and Signature by Levi Strauss & Co.™ 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>.

The Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognizable and imitated clothing items 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 <http://www.levi.com>