

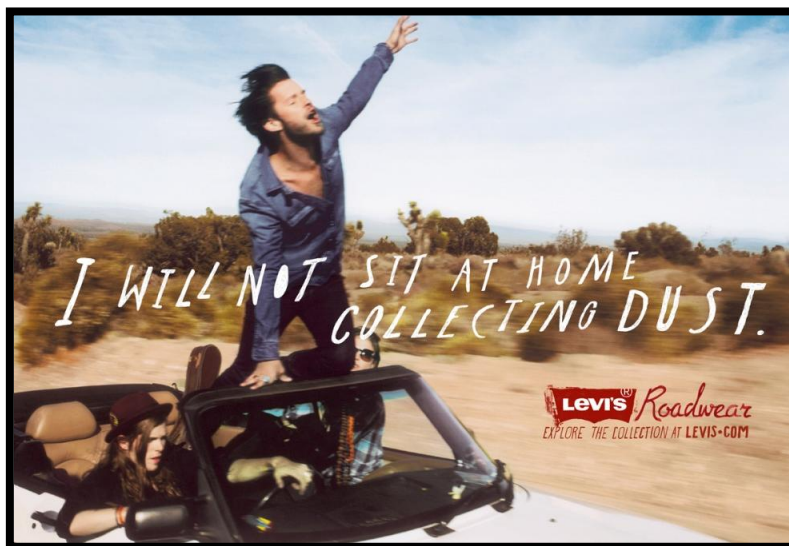


**FOR IMMEDIATE RELEASE:**

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**Explore Your Frontier with Levi's® Roadwear**



**Be adventurous with your Levi's® today!**

Levi's® jumpstarts 2011 with the groundbreaking Levi's® Roadwear campaign! Explore the great outdoors and pursue your life-long dreams and adventures with Levi's® as your constant fashion companion!

"Behind each piece of well-worn lived-in denim is a story of the relationship the jeans has with its wearer. Every fray, rip and tear tells the story of that bond; each capturing a significant milestone in a journey taken. This journey is our key inspiration for the campaign, as we recount the stories behind both the denim and their wearers," said Jen Jimenez, Marketing Manager for Levi's® Philippines. Enlisting several people with interesting stories, Levi's® will tell the tales of unique adventurers and their journey of going beyond boundaries at <http://levi.com.ph/roadwear>.



Levi's® Roadwear empowers you to explore your own unique frontiers without having to worry about sacrificing style. "I was made for the road, not to sit at home collecting dust," says your pair of Levi's® Roadwear jeans. The superb fit of its jeans allows for maximum movement while tops are loose, comfortable and breathable, perfect for the upcoming spring season!

Who knows what lies beyond the horizon? Get out of your comfort zone and try something new! The only way to spice up your life is to keep challenging what's in front of you. Set out and go free! Pursue your passions with your own trusty pair of Levi's®!

#### **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>.