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**A CARE TAG FOR OUR PLANET: LEVI'S® CARE TAGS
PROMOTE DONATING TO GOODWILL
First Levi's® Jeans with Care Tags Now on Store Shelves**

Traverse City, MI — Goodwill and Levi's® have launched a new initiative this month, 'A Care Tag for Our Planet', designed at diverting billions of pounds of unwanted clothing from landfills. Levi's® jeans now feature a care tag that encourages owners to donate to Goodwill when they are no longer needed. The tags are a unique vehicle for educating consumers about how to care for their clothes responsibly.

Donating to Goodwill not only diverts unwanted items from landfills but also helps people who need it most right here locally. Donations of gently used clothing and other items are sold in the Goodwill stores, help fund programs and services that help individuals overcome barriers to independence.

"The simple act of donating your used Levi's® jeans to Goodwill helps to reduce the approximately 23.8 billion pounds of clothing and textiles that go into U.S. landfills each year," said Robert Randall, Chief Operating Officer.

'Care Tag for Our Planet' is the first partnership of its kind to encourage donation as a way to extend the life cycle of clothing and textiles and reduce the environmental impact of caring for clothing.

"Our research shows that the greatest opportunities for reducing environmental impact happen *after* consumers take their jeans home," said Robert Hanson, president of Levi Strauss Americas. "That is why we're excited to partner with Goodwill to let people know that they have a huge role in the climate change impact of their clothes. Together we hope to inspire people to wash in cold water, line dry and donate unwanted clothing and other textiles to Goodwill."

Tag, you're it. Because caring for our planet never goes out of style.

To learn more about "A Care Tag for Our Planet", go to <http://donate.goodwill.org/care>.

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 2008 net revenues of \$4.4 billion. For more information, go to <http://levistrauss.com>.



The image shows a white woven care tag with the Levi's logo at the top. Below the logo are four icons and their corresponding instructions:

-  MACHINE WASH COLD WITH LIKE COLORS
-  TUMBLE DRY MEDIUM
-  WARM IRON IF NEEDED
-  DONATE TO GOODWILL™ WHEN NO LONGER NEEDED AND CARE FOR OUR PLANET

A CARE TAG FOR OUR PLANET

Goodwill™ and Levi Strauss & Co. are partnering to create a care tag that helps preserve a lot more than the clothes it's sewn into. If we all follow these instructions, 23.8 billion pounds of clothing and textiles a year could be put to use instead of into landfills. And that's good for all of us. donate.goodwill.org/care

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