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**MICHAEL KOBORI, LEVI STRAUSS & CO. SUSTAINABILITY VP,
TO PARTICIPATE IN *THE ECONOMIST* INNOVATION FORUM ON MARCH 27**
*One-Day Forum to Focus on How Companies Can Think Bigger
and Solve Today's Most Important Challenges*

(SAN FRANCISCO, CA) March 27, 2012 — *The Economist* will hold its fifth annual Innovation Forum on March 27 at the Haas School of Business at the University of California, Berkeley. This full day interactive discussion and debate will help attendees who are charged with driving innovation and new product development understand what it takes to bring innovative ideas to the next stage.

Michael Kobori, vice president of sustainability at Levi Strauss & Co., will join the brightest business and technology experts in the afternoon's strategy session, Innovating Responsibly. Together, they will discuss the steps companies can take to balance the ecological and social costs associated with innovation — and why responsible innovation is relevant to the success of a business. This working group, sponsored by Intel, will explore strategies for companies to balance innovation with responsible citizenship, and profit with global solutions.

"Sustainability is at the core of everything we do at Levi Strauss & Co.," Kobori said. "There is huge potential to drive new breakthroughs in our industry, business and products through sustainable innovation."

"Companies need to think again about how they innovate," said Vijay V. Vaitheeswaran, Innovation Forum 2014 chair and China business and finance editor. "They must embrace an approach to innovation that is much more robust and ambitious than the approach taken thus far."

For more information on the program or speakers, please go to <http://econ.st/1m2NY2L>.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™ and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites and a global footprint of approximately 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2013 net revenues were \$4.7 billion. For more information, go to <http://levistrauss.com>.

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