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SKECHERS Receives Company of the Year Award

Footwear Plus Awards Global Lifestyle Footwear Brand and Fashion Brand Marc Ecko for Design Excellence

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)--

SKECHERS USA, Inc. (NYSE:SKX), a global leader in lifestyle footwear, today announced that Footwear Plus magazine's 8th annual Plus Awards have acknowledged the brand as Company of the Year. SKECHERS is the first company to win the coveted award two years in a row.

The magazine also presented its Men's Streetwear Design Excellence Award for the second straight year to Unltd. by Marc Ecko footwear - which SKECHERS designs, develops and markets alongside Marc Ecko's Rhino Red footwear for the United States and select global markets.

"To be singled out by our industry peers is a true honor - particularly since they've recognized us for two distinct, independently marketed brands two years running," said Michael Greenberg, president of SKECHERS. "Always on the pulse of the latest trends, retailers have an eye for relevant brands that are resonating with consumers - and we look forward to building on these back-to-back successes."

"Congratulations to SKECHERS for winning the Plus Award in the 'Company of the Year' category for the second straight year," said Greg Dutter, associate publisher and editor in chief of Footwear Plus. "Retailers recognized SKECHERS' ability to deliver design excellence across a multitude of brands, categories, and distribution tiers. The ability to design, market and sell one brand well is difficult enough in a challenging and highly competitive retail landscape, and the fact that SKECHERS is achieving this for 10 brands makes the Plus Award in the 'Company of the Year' category all the more deserving."

Dutter added, "The retailers have spoken for the second year in a row: Marc Ecko is the winner of the Plus Award for design excellence in the Men's Streetwear category. A fast-moving brand dependent on cutting-edge looks, Marc Ecko has consistently delivered the right looks at the right time. Whether it's for a hook-up with Marc Ecko apparel or a statement all its own, Marc Ecko footwear is in step with the latest street fashions."

Presented today at the World Shoe Association's The Shoe Show tradeshow in Las Vegas, the prestigious Plus Awards are nominated and voted on annually by footwear retailers nationwide, and recognize design excellence for the year.

SKECHERS USA, Inc., based in Manhattan Beach, California, designs, develops and markets a diverse range of men's, women's and children's footwear under the SKECHERS name, as well as under nine uniquely branded names. SKECHERS footwear is available in

the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, as well as in over 100 countries and territories through the Company's global network of distributors and Canadian and European subsidiaries. Please visit www.skechers.com or call the Company's information line at 877-INFO-SKX.

This announcement may contain forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or simply state future results, performance or achievements of our company, and can be identified by the use of forward looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will be," "will continue," "will result," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause the Company's actual results to differ materially from those projected in forward-looking statements. Factors that might cause or contribute to such differences include international, national and local general economic, political and market conditions; intense competition among sellers of footwear for consumers; changes in fashion trends and consumer demands; popularity of particular designs and categories of products; the level of sales during the spring, back-to-school and holiday selling seasons; the ability to anticipate, identify, interpret or forecast changes in fashion trends, consumer demand for our products and the various market factors described above; the ability of the Company to maintain its brand image; the ability to sustain, manage and forecast the Company's growth and inventories; the ability to secure and protect trademarks, patents and other intellectual property; the loss of any significant customers, decreased demand by industry retailers and cancellation of order commitments; potential disruptions in manufacturing related to overseas sourcing and concentration of production in China, including, without limitation, difficulties associated with political instability in China, the occurrence of a natural disaster or outbreak of a pandemic disease in China, or electrical shortages, labor shortages or work stoppages that may lead to higher production costs and/or production delays; changes in monetary controls and valuations of the Yuan by the Chinese government; increased costs of freight and transportation to meet delivery deadlines; violation of labor or other laws by our independent contract manufacturers, suppliers or licensees; potential imposition of additional duties, tariffs or other trade restrictions; business disruptions resulting from natural disasters such as an earthquake due to the location of the Company's domestic warehouse, headquarters and a substantial number of retail stores in California; changes in business strategy or development plans; the ability to obtain additional capital to fund operations, finance growth and service debt obligations; the ability to attract and retain qualified personnel; compliance with recent corporate governance legislation including the Sarbanes-Oxley Act of 2002; the disruption, expense and potential liability associated with existing or unanticipated future litigation; and other factors referenced or incorporated by reference in the Company's annual report on Form 10-K for the year ended December 31, 2005 and in the Company's Form 10-Q for the quarter ended September 30, 2006. Furthermore, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of the Company's future performance.

Source: SKECHERS USA, Inc.