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# **SKECHERS Launches Limited Edition Shape-ups Awareness Shoe to Benefit Breast Cancer Research**

For Every Pair Sold, SKECHERS will Donate \$10 to The Breast Cancer Research Foundation(R)

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in footwear, today announced the launch of the Shape-ups Awareness shoe, a specially designed original style featuring The Breast Cancer Research Foundation's pink ribbon symbol. For every pair of Shape-ups Awareness shoes sold in the United States, SKECHERS will donate \$10 to The Breast Cancer Research Foundation. In addition, international sales of this style will benefit various breast cancer charities and organizations around the world.

For every pair of Shape-ups Awareness sold, SKECHERS will donate \$10 to The Breast Cancer Research Foundation(R) (Photo: Business Wire)

"Shape-ups are designed to incorporate healthy living and fitness into everyone's lifestyle, so it was natural for us to develop a shoe that brings awareness to a critical women's health issue like breast cancer," said Michael Greenberg, president of SKECHERS. "When you purchase a pair of Shape-ups Awareness shoes, it's a positive step to improve your own health, while helping others who are battling this devastating disease. We are confident that Shape-ups Awareness sales will generate a substantial donation to The Breast Cancer Research Foundation and help save lives."

"When SKECHERS contacted The Breast Cancer Research Foundation, we were thrilled to partner with a global brand with the potential to make a big impact in the breast cancer research field," said Myra Biblowit, president of The Breast Cancer Research Foundation. "There is a natural synergy between BCRF and SKECHERS as we both promote the importance of exercise in the fight against breast cancer."

To promote the charitable mission of the Shape-ups Awareness shoe and The Breast Cancer Research Foundation, SKECHERS has developed Shape-ups Awareness packaging, point-of-purchase displays, e-mail blasts and a national print ad to launch in October 2010 for Breast Cancer Awareness Month. In addition, fitness celebrity and SKECHERS brand ambassador Denise Austin will wear the Shape-ups Awareness shoe to promote the cause.

Launched by the SKECHERS Fitness Group(TM) in 2009, Shape-ups are technical walking shoes designed to tone muscles, promote weight loss, and improve posture. Featuring a rocker-bottom outsole and Resamax(TM) kinetic wedge that together simulate walking on soft sand, Shape-ups provide a constant natural instability, activating muscles with every step. Like other SKECHERS Shape-ups shoes, limited edition Shape-ups Awareness shoes will be available in department stores, athletic stores, independent retail stores, Company-

owned SKECHERS stores, and online through [skechers.com](http://skechers.com).

The Breast Cancer Research Foundation is an independent, not-for-profit organization whose mission is to achieve prevention and a cure for breast cancer in our lifetime. They provide funding for innovative clinical and translational research at leading medical centers worldwide, and work to increase public awareness about good breast health. Since its inception, the Foundation has raised over \$290 million to support clinical and translational research at medical institutions across the globe, conducting the most advanced and promising breast cancer research. For more information please visit [www.bcrfcure.org](http://www.bcrfcure.org).

SKECHERS USA, Inc., based in Manhattan Beach, California, designs, develops and markets a diverse range of footwear for men, women and children under the SKECHERS name, as well as under several 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 subsidiaries in Canada, Brazil, Chile, and across Europe, as well as through joint ventures in Asia. For more information, please visit [www.skechers.com](http://www.skechers.com).

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, 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 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 including the global economic slowdown and the ongoing financial crisis and market instability; entry into the highly competitive performance footwear market; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers, decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in SKECHERS' Form 10-K for the year ended December 31, 2009 and Form 10-Q for the quarter ended June 30, 2010. The risks included here are not exhaustive.

SKECHERS operates in a very competitive and rapidly changing environment. New risks emerge from time to time and SKECHERS cannot predict all such risk factors, nor can SKECHERS assess the impact of all such risk factors on the 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 future performance.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?>

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Source: SKECHERS USA, Inc.