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Skechers GOBionic Named Editor's Choice

Performance Footwear Line Receives Accolades From *Runner's World UK*

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global innovator of performance footwear, today announced that the new zero-drop Skechers GOBionic ultra-minimal running line has been named "Editor's Pick" in the October 2012 issue of *Runner's World UK*.

The accompanying review notes that "Testers loved everything about it, especially the flexibility, responsiveness, low weight and perceived springy feel."

Skechers GOBionic ultra-minimal running shoe (Photo: Business Wire)

"Following our Skechers GOrun line being declared 'Most Innovative' by *Competitor* magazine earlier this year, we're thrilled that the running press continues to give accolades to our performance footwear," began Michael Greenberg, president of SKECHERS. "The positive feedback we're receiving on Skechers GOBionic illustrates how we're finding success by leveraging our unique pioneering technology as the foundation for an expanding collection of performance product."

Skechers GOBionic was launched in August after development by the Skechers Performance Division through a unique engineering process—where nature and inspired organic design drive innovations. At the foundation are 18 decoupled bio-responsive Resalyte™ cushioning zones added to key flex points of the foot to offer protection without compromising responsiveness. Plus with zero heel drop, the foot remains in a neutral position for more of a barefoot experience. Skechers GOBionic represents the Company's most minimalistic design without sacrificing performance.

In addition to **Skechers GOBionic**, the Company recently introduced **Skechers GOrun Ride**, which offers enhanced cushioning for elevated comfort and support; **Skechers GOwalk**, a comfortable walking shoe constructed with performance materials; plus **Skechers GOrain**, a workout shoe built for added stability and control. From the track to the gym, with additional categories launching soon for the trail and golf course, the Skechers GO platform will meet the needs of athletes at every level and ability across multiple sports and activities.

Men's and Women's styles from the entire Skechers Performance footwear collection are available in sporting goods, department and specialty athletic stores around the world.

ABOUT SKECHERS USA, INC.

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. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and over

100 countries and territories through the Company's global network of distributors and subsidiaries in Brazil, Canada, Chile, Japan, and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com, and follow us on Facebook (www.facebook.com/SKECHERS) and Twitter (twitter.com/#!/SKECHERSUSA).

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 ongoing global economic slowdown 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 the Company's annual report on Form 10-K for the year ended December 31, 2011 and its quarterly report on Form 10-Q for the three months ended June 30, 2012. The risks included here are not exhaustive. The Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time and the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses 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?eid=50398648&lang=en>

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