

October 10, 2013



Jimmy Kimmel to Join Brooke Burke-Charvet and Tommy Lasorda at SKECHERS Pier to Pier Friendship Walk

Celebrities turn out to help raise one million dollars for children with special needs and education at fifth annual charity walk on October 27

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Jimmy Kimmel, host of ABC's popular late night *Jimmy Kimmel Live!*, will bring his famous wit to the stage of the 2013 SKECHERS Pier to Pier Friendship Walk to help raise one million dollars and awareness for children with special needs and education. Also returning to the annual charity event are *Dancing with the Stars* co-host Brooke Burke-Charvet and legendary Hall of Fame baseball manager Tommy Lasorda, plus *Real Housewives of New Jersey* star Jacqueline Laurita who will be appearing for the first time. The all-star lineup will join Kimmel at an opening ceremony to kick off the walk on October 27.

"I am honored to help raise funds and awareness for children with special needs," said Jimmy Kimmel, who has a family member with Autism. "This is a fun event for a very worthy cause and I hope to say hello to everyone who participates."

"I'm thrilled to be back again for this fantastic walk," said Brooke Burke-Charvet. "It's a moving experience to see so many families come together to help improve the schools, and to see the joy on the faces of all the children, who understand that their involvement is making a difference."

"Raising \$1.9 million and reaching 60,000 children in only four years feels like an amazing achievement," added Michael Greenberg, president of SKECHERS. "The Skechers Pier to Pier Friendship Walk began as a local event and now it's the largest in Southern California for supporting children with special needs and education. This year, we set our goal higher than ever, and with the help of Jimmy and our roster of celebrity ambassadors, we plan to raise one million dollars in 2013."

Since its inception, the walk has raised funds to help save teachers' jobs, retain vital educational programs, maintain smaller class sizes, improve libraries, upgrade school technology, as well as support The Friendship Circle (www.gotfriends.com) – an organization that assists children with special needs and their families through one-on-one peer mentoring and social recreational programming.

"I've been involved with this event since the first walk in 2009 and truly love it," added Tommy Lasorda. "Every year is bigger than the last, so it's amazing to come back each time to see the real impact it makes on kids and their families."

SKECHERS anticipates their biggest event to date with over 10,000 people expected to show their support by walking 3.4 miles from the Manhattan Beach Pier to the Hermosa Pier and back. The opening ceremony begins at 9AM at the Manhattan Beach Pier. To learn

more or register, visit www.skechersfriendshipwalk.com.

In addition to headlining sponsor Nickelodeon, the SKECHERS Pier to Pier Friendship Walk thanks sponsors that include: Zappos.com, Ross, Rack Room, DSW, United Legwear, Marshalls, Toyota, WWS, Journeys, Chevron, Premiere Displays & Exhibits, Body Glove, Dealer.com, DirecTv, Equinox, Union Bank, Michael Stars, Microsoft, Wells Fargo, Viva International Group, Northrop Grumman, Honda, Fresh Brothers, Shade Hotel, Murad, Finish Line, Fair Fashion Media, Foot Locker, OK! Magazine, and many others who have provided funds and support to provide a better future for children.

ABOUT SKECHERS Foundation

The SKECHERS Foundation was established to provide families around the world with the necessities and skills to succeed in life. In addition to organizing the SKECHERS Pier to Pier Friendship Walk, the SKECHERS Foundation funds tax-exempt, 501(c)(3) nonprofit organizations that provide education and job training, shoes, clothing, fitness and nutrition guidance to communities in need.

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE: SKX), 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; 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, 2012 and its quarterly report on Form 10-Q for the three months ended June 30, 2013. 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.

SKECHERS USA, Inc.
Stacey Kammerzell, 310-318-3100

Source: SKECHERS USA, Inc.