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SKECHERS Wraps 'Shape-up America Tour' With New York City Finale

Coast-to-Coast Tour Allowed Thousands of Consumers to Experience the Shape-ups Phenomenon

MANHATTAN BEACH, Calif., Aug. 24 /PRNewswire-FirstCall/ -- SKECHERS USA, Inc. (NYSE: SKX), a leader in the toning footwear industry with 70% of the current market share, wrapped up a successful 20 city tour in New York City's Times Square. Cruising across the country from June through August, the **Shape-up America Tour** caps off a hugely successful year for the brand as it has become the gold standard of the toning industry since its launch in 2009.

The **Shape-up America Tour** gathered thousands of consumers and the finale in New York City was no exception. Denise Austin, America's favorite fitness expert, hosted the festivities in Times Square which included exercise classes, games and a special presentation to Amelia Hunter of Charlotte, NC winner of the "My Shape-ups Story Contest". Amelia was one of several contestants who shared her **Shape-ups** story at the "Taste of Chicago" and won a trip for two to the New York City finale, a **Shape-ups** wardrobe and a personal meet and greet with Denise Austin.

"I love my Shape-ups" says Amelia Hunter with delight. "I bought 5 pairs. I wear them all the time and I've lost 10 pounds and several inches – I'm a lot more firm." She continued to share with the crowd at Times Square, "My friends call me the 'Shape-ups Pusher'. I've bought a pair for my daughter and two of my friends. I'm addicted to them."

Designed with a soft kinetic wedge and dynamic rocker bottom to help improve posture, strengthen the back and tighten abdominal, buttock and calf muscles, the **Shape-ups** Original style helped launch the toning industry. The Company's 2010 Tour is designed to meet consumers' growing needs for its product: offering a newly expanded **Shape-ups** collection, fitness experts, multimedia support, and informational materials to give consumers the complete **Shape-ups** experience in their hometowns.

In addition to the hugely popular **Shape-ups Original**, the Tour introduced:

- Shape-ups XT & Shape-ups XF: Extended Training for men and Extended Fitness for women are designed to transform routine activities into an all-day, low-intensity workout.
- SRT: SKECHERS Radius Trainer is designed for a high-intensity workout with accelerated muscle activation.
- Shape-ups AT: All Terrain for men and women provide support and protection for rugged excursions.
- SRR - The Resistance Runner for men and women is designed to create the a more fluid stride that simulates a natural running state.

"Everyone wants to incorporate some type of fitness into their lives, but it often comes down to time and access," said Jennifer Weiderman, vice president and general manager of SKECHERS Fitness Group. "Shape-ups solve that problem. People can wear them wherever they go and for whatever activity they do and get a workout. Shape-ups engage more muscles, make you work harder, and generate results. The Shape-up America Tour is a way of bringing Shape-ups to Americans across the country to let them experience these benefits for themselves."

For more information on Shape-ups visit www.skechers.com and for photos from the tour visit Facebook.com

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, 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.

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 the Company's Form 10-K for the year ended December 31, 2009 and the Company's Form 10-Q for the quarter ended March 31, 2010. 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 Company cannot predict all such risk factors, nor can the Company 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

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