

November 22, 2010



# **SKECHERS Signs Global Shape-ups Marketing Partnership With Kim Kardashian and Kris Jenner**

## **Kim Kardashian and Kris Jenner to Participate in Multi-Platform Integrated Marketing Campaign for Shape-ups**

MANHATTAN BEACH, Calif., Nov. 22, 2010 /PRNewswire/ -- SKECHERS USA (NYSE: SKX), a global leader in the footwear industry and the number two footwear brand in the United States\*, today announced an unprecedented, worldwide, multi-platform marketing and brand partnership for Shape-ups with Kim Kardashian and Kris Jenner.

(Photo: <https://photos.prnewswire.com/prnh/20101122/LA05847>)

Kim and Kris will be the faces of the campaign which launches in 2011 and includes multiple mediums of advertising, in-store and social media, a "Shaping Up With The Kardashians" challenge, and other exciting elements that will be unveiled at a near future date. This "Shaping Up With The Kardashians" mother-daughter fitness challenge between Kim and Kris will encourage consumers to begin their own Shapeups fitness challenges.

"My mom and I are thrilled to be joining the SKECHERS family to help promote health and wellness," said Kim Kardashian. "Shape-ups have already impacted my fitness routine for the better. I am always on-the-move and never know exactly when I can fit in my next workout. SKECHERS Shape-ups help me get the most out of every step."

Kris Jenner added, "The SKECHERS Shape-ups styles are perfect for the woman-on-the-go. As a working mother of six, I am constantly on my feet, running from one appearance to the next, but with Shape-ups, I am always working out, even when I'm working."

A worldwide phenomenon, the patented SKECHERS Shape-ups fitness footwear line offers a variety of styles and specialized features to meet the varied workout needs of every individual. Fittingly, the unique personal style of each Kardashian family member is highlighted throughout the extensive collection.

SKECHERS Fitness Group President, Leonard Amato stated: "With more than 20 million Shape-ups sold worldwide since its launch in 2009, Shape-ups are making fitness accessible to more people every day. Our goal at SKECHERS is to shape up America and shape up the world. Kim Kardashian and Kris Jenner are aspirational individuals and the perfect spokespeople to inspire women to maximize their fitness level."

Consumers can also "Shape-up & Win" with Kim and Kris through the SKECHERS Holiday Giveaway. Through [www.facebook.com/SKECHERS](http://www.facebook.com/SKECHERS), SKECHERS will give away one pair of Shape-ups every week throughout the holiday season, from November 22 to January 10. Anyone can enter the contest by visiting SKECHERS on Facebook at

[www.facebook.com/SKECHERS](http://www.facebook.com/SKECHERS). As an incentive bonus, all who enter the contest are already a winner, and will receive a special "gift" from the Kardashians – a discount code worth between 10% and 50% off a shoe purchase at checkout.

Shape-ups from SKECHERS are an innovative patented fitness tool designed to promote weight loss, tone muscles and improve posture. Shape-ups feature a unique soft Resamax™ kinetic wedge insert and rolling bottom that simulates walking on soft sand, providing natural instability that causes the wearer to use more energy with every step. The men's and women's fitness footwear line is 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, 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).

\*Sporting Goods Intelligence, June 21, 2010

*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 September 30, 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 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.*

SOURCE SKECHERS USA, Inc.