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SKECHERS Named Company of the Year by Footwear Plus Magazine for Fifth Time in Six Years

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in lifestyle footwear, today announced that it has been named 2010 Company of the Year at Footwear Plus magazine's annual Plus Awards for Design Excellence. This award marks the fifth time in six years that [SKECHERS](#) has claimed the top prize.

The official 2010 Plus Awards presentation was made today at a special event in New York City. The Plus Awards are nominated and voted on annually by footwear retailers nationwide, and recognize design excellence for the year.

"We're incredibly honored to be named Company of the Year by our industry retailers for five of the last six years," began Michael Greenberg, president of [SKECHERS](#). "Once again we were selected from a nominee list that included extremely strong companies operating in a competitive climate. It's the talent, passion and hard work of the entire [SKECHERS](#) team that carried our fitness and core brands and product to an entirely new level of success in 2010."

"For the third straight year, [SKECHERS](#) has taken home the Plus Award in the prestigious 'Company of the Year' category," said Greg Dutter, Editorial Director of Footwear Plus magazine. "[SKECHERS](#)' ability to consistently deliver new and innovative fitness footwear products that consumers respond to has set an outstanding industry precedent. In addition, their core men's, women's and kids' lines continue to deliver on-trend styles that consumers embrace around the globe."

Greenberg added: "We're also humbled by the recognition of our Kids' line with a Design Excellence Award nomination. [SKECHERS](#) Kids has always been an essential part of our portfolio and we're thrilled that retailers share our excitement for the new Kids' product marketing we released in 2010. From fitness to lifestyle, we look forward to delivering more groundbreaking footwear in 2011 that meets the needs of our retailers and demands of our consumers domestically and around the world."

[SKECHERS](#) previously received the Footwear Plus Company of the Year Award in 2005, 2006, 2008 and 2009. Additionally, [SKECHERS](#) received Plus Awards for Design Excellence in 2000 for Young Women's Fashion, in 2001 for Women's Streetwear, and in 2002 for Kids' Fashion. [SKECHERS](#)' fashion brand, Marc Ecko, won Plus Awards for Design Excellence in Men's Streetwear for 2005 and again in 2006.

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 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.