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SKECHERS Buys Second Shape-ups Super Bowl Spot

Company Responds to Massive Demand for Hugely Anticipated Kim Kardashian Spot

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), a global leader in the footwear industry and the number two footwear brand in the United States*, today announced that it has added a second Super Bowl spot after the enormous media attention and public awareness generated by its "must see" Kim Kardashian [Shape-ups](#) commercial. The Kardashian Shape-ups spot will air at the 2-minute warning in the fourth quarter of the game on Sunday, February 6, 2011.

"Everyone is buzzing about SKECHERS Shape-ups much anticipated Kim Kardashian Super Bowl commercial," said Leonard Armato, president of SKECHERS Fitness Group. "People can't stop talking about who Kim's going to break up with - and once they see how hot it is, we're sure they'll want another great commercial from SKECHERS. They may even root for overtime just to see what SKECHERS has in store."

News of Kardashian's yet-fully-unveiled commercial has blanketed the press, from CNN and MTV to Good Morning America and the TODAY show; repeat articles in USA Today and The Washington Post; and celebrity news shows Access Hollywood, Entertainment Tonight, and Extra.

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(TM) 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.

*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.