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SKECHERS Announces Marketing Campaign Featuring Rising NFL Star Danny Woodhead

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), a global leader in the footwear industry and the number two athletic footwear brand in the United States*, today announced that it has signed a two-year marketing agreement with New England Patriots running back Danny Woodhead to endorse the [SKECHERS](#) Fitness footwear collection. The football star will represent the Company's high performance footwear and apparel lines in worldwide multiple-medium marketing campaign.

New England Patriots running back Danny Woodhead endorsing new SKECHERS Fitness footwear. (Photo: Business Wire)

Woodhead's endorsement will include two product lines that he will use to prepare for the upcoming NFL season: [SKECHERS](#) Resistance ProSpeed running shoes and ProTR training shoes, SKECHERS Fitness styles designed with the ground-breaking SmartShoe mid-foot strike technology for serious athletes and active enthusiasts.

"From the moment I tried the new SKECHERS Resistance products, I could feel a difference in the way my body responded during training," said Woodhead. "The new Resistance footwear is lightweight, yet continues to challenge your muscles, and provide support and cushioning. I'm excited to wear SKECHERS and enhance my training regimen with this revolutionary new footwear."

"Danny's athleticism and dedication are truly inspiring, and we're thrilled to have an elite NFL athlete training in the new SKECHERS Resistance products," said SKECHERS president Michael Greenberg. "SKECHERS has truly evolved into a performance footwear brand, and Danny's presence in our upcoming marketing campaign is a testament to the success our fitness products."

Woodhead's NFL "Cinderella Story" began at Chadron State College in Nebraska, where he set several NCAA records, including single season rushing and all-time rushing. He won two consecutive Harlon Hill Trophies, awarded to the best player in NCAA Division II; tied for first place in Division II career scoring; and is the second player in collegiate history to score more than 100 touchdowns. In 2008, Woodhead began his NFL career with the New York Jets and signed with the New England Patriots in 2010. His contract with the Patriots currently extends through the 2012 season.

SKECHERS Fitness' campaign with Woodhead is planned for a Holiday 2011 launch, and will include print, television, outdoor, in-store and online marketing for SKECHERS lifestyle and fitness footwear.

Launched by the SKECHERS Fitness Group(TM), the SKECHERS Resistance collection includes lightweight running and training footwear that utilizes Shape-ups patented

technology. From the explosive and efficient ProSpeed to the maximized support and cushioning of ProResistance to the lateral protection and hybrid performance of Pro-TR, many SKECHERS Resistance styles include a Kinetic Return System to deflect impact forces and convert energy into forward motion. SKECHERS Fitness footwear for men and women is available in sporting goods, department and specialty athletic stores worldwide.

ABOUT SKECHERS USA, Inc.

[SKECHERS USA, Inc.](http://www.skechers.com), 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, and 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 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, 2010 and the Company's quarterly report on Form 10-Q for the three months ended March 31, 2011. 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?>

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Source: SKECHERS USA, Inc.