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SKECHERS Extends Worldwide Endorsement Deal with Dancing With The Stars Co-Host Brooke Burke to 2013

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 a two-year extension to its successful marketing campaign with TV personality Brooke Burke that will now continue through June 2013.

<p>Brooke Burke on set at the SKECHERS ProSpeed commercial shoot. (Photo: Business Wire)</p>	<p>The announcement comes as SKECHERS launches a new wave of television spots starring Burke in support of the next generation of SKECHERS Fitness product. This begins with Shape-ups Liv by SKECHERS™—an exciting and innovative new lightweight line with Natural Stride Technology to promote barefoot motion and fluid transitions as you walk, jog or run. The second commercial will feature SKECHERS Resistance ProSpeed™—a groundbreaking ultra-lightweight performance running shoe designed for power, and efficiency.</p>
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Burke will be front and center as a worldwide face for these and future [SKECHERS](#) and SKECHERS Fitness lines in a campaign spanning print, television, point-of-purchase, online and outdoor.

“I have a long history with [SKECHERS](#) and every shared experience with this fantastic company has been incredible,” said Burke who originally worked with SKECHERS as a model back in 1995 and reunited with the brand for its “Nothing Compares to Family” charity campaign in 2009. “As a health-conscious woman with a busy lifestyle, I love that Liv makes it so easy to stay fit. And with ProSpeed, I find I’m making time to run more than ever before!”

“We’re huge Brooke fans and we’re delighted that she’ll be part of the SKECHERS family for another two years,” began Michael Greenberg, president of SKECHERS. “As both the career mom who sometimes wants a casual workout and the athletic enthusiast who at other times needs a serious run, she represents multiple SKECHERS Fitness customers in one complete package.”

Burke gained global recognition as travel guide on the E! series, *Wild On*. She later went on to host two seasons of the CBS reality show *Rock Star* before competing on and ultimately winning the 7th season of ABC’s hit series *Dancing With The Stars*. In 2010 she returned to *DWTS* as co-host opposite Tom Bergeron for the show’s 10th season that premiered with a record breaking 35 million viewers. She also co-hosted the 90th Annual Miss America Pageant in 2011 and will be back for the 14th season of *DWTS* in September.

With nearly 2 million Twitter followers, Burke has become a trusted resource for busy moms around the world. She’s taken her passion as a parent into business with her best-selling

book (soon-to-release in paperback), *The Naked Mom*, plus a popular destination website, ModernMom.com, and BabooshBaby—a specialty product line for expectant mothers.

The SKECHERS Fitness Group™ offers athletic footwear that features numerous cutting-edge patented technologies for running, training and walking. With a wide range of styles released under Resistance, Shape-ups® and Tone-ups® lines, SKECHERS Fitness products meet the needs of everyone from the casual enthusiast to the serious athlete. Men's and Women's SKECHERS Fitness lines are available in sporting goods, department and specialty athletic stores around the world.

Beyond Brooke Burke, the storied SKECHERS celebrity roster has included Britney Spears, Christina Aguilera, Carrie Underwood, Ashley Simpson, Robert Downey, Jr., Rob Lowe, and former Lakers player (and *Dancing With The Stars* contestant,) Rick Fox. Additionally, SKECHERS Fitness campaigns have featured Joe Montana, Karl Malone, Wayne Gretzky and, coming soon, New England Patriots running back Danny Woodhead.

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, 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.

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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?eid=6815421&lang=en>

SKECHERS USA, Inc.
Jennifer Clay, 310-937-1326

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