

June 12, 2012



CORRECTING and REPLACING SKECHERS and Brooke Burke-Charvet Partner to Donate One Million Pair of New Shoes to Children in Need

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- All references to Brooke Burke should be Brooke Burke-Charvet.

The corrected release reads:

Brooke Burke-Charvet, celebrity ambassador for BOBS from SKECHERS, loads a truck with shoe donations to help children in need across the U.S. and around the world. (Photo: Business Wire)

SKECHERS AND BROOKE BURKE-CHARVET PARTNER TO DONATE ONE MILLION PAIR OF NEW SHOES TO CHILDREN IN NEED

SKECHERS USA, Inc. (NYSE: SKX) today announced that the Company has donated its first million pair of kids' shoes through its BOBS from SKECHERS program, which gives a new pair to a child in need for every BOBS footwear purchase. Through the Company's non-profit charitable partners, the shoes have reached children across the United States and in Central America, Africa and Southeast Asia.

Building on the tremendous success of the BOBS donation program, SKECHERS has partnered with celebrity ambassador Brooke Burke-Charvet for a global awareness campaign including print, television and online media. The Company will also utilize Burke-Charvet's social media power to further build awareness of the charitable shoe program.

Michael Greenberg, president of SKECHERS, said: "Brooke is a perfect fit for the BOBS from SKECHERS charitable campaign. As a mother of four, she is extremely passionate about causes that help children in need and has supported several of SKECHERS' charitable endeavors. BOBS from SKECHERS is our largest charitable program to date, and we're thrilled to partner with Brooke to give back and help millions of children in need around the world."

BOBS unites people across the globe with a single goal: to help children affected by poverty, epidemics and life-changing events. With more than 300 million children worldwide in need of shoes, SKECHERS will continue to expand the BOBS donation program on an international scale. Numerous non-profit groups, charitable organizations, homeless shelters and education programs in the United States, Mexico, Honduras, Guatemala, Jamaica, Haiti and Uganda have received shoe donations from the BOBS program. In addition, tornado victims in Kentucky and Tennessee, and earthquake victims in Indonesia have also received BOBS shoes.

BOBS from SKECHERS launched a year ago for women, and expanded this Spring with men's and children's styles. The footwear is available in stores nationwide, and in key markets 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. 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 Brazil, Canada, Chile, Japan, and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com, and follow us on Facebook (www.facebook.com/SKECHERS) and Twitter (twitter.com/#!/SKECHERSUSA).

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 ongoing 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, 2011 and its quarterly report on Form 10-Q for the three months ended March 31, 2012. 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=50303988&lang=en>

Media Contacts:
Janet Orsi, 323-874-4073

janet@orsipr.com

or

SKECHERS USA, Inc.

Jennifer Clay, 310-937-1326

Source: SKECHERS USA, Inc.