

August 30, 2012



SKECHERS Launches New Relaxed Fit® Footwear Collection with Mark Cuban, Joe Montana and Tommy Lasorda

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE: SKX), a global leader in lifestyle product and innovator of performance footwear, today announced that the Company has signed marketing agreements with Mark Cuban, Joe Montana and Tommy Lasorda for the global launch of its new Relaxed Fit from SKECHERS™ footwear collection for men: a line inspired by the popularity of relaxed fit jeans and designed to offer stylish looks with a roomier construction and enhanced cushioning.

	As part of a worldwide multi-platform agreement which includes print, in-store, online and
social media, each endorsee will star in his own unique television commercial for the new SKECHERS collection. Designed to reflect their unique personalities, the commercials will use Mark Cuban's popularity, Montana's ability to remain calm under pressure and Lasorda's spirited character to showcase Relaxed Fit's wide range of features: from its fashionable appeal to its comforting, spacious design. The spots will run consecutively, starting with Mark Cuban's initial launch of the collection this Fall.	

"In any new business I enter, whether it's sports or another venture, the key is to always stay relaxed and keep your cool – and these Relaxed Fit shoes are exactly what I need. They feel and look incredible," said Mark Cuban, who is owner of the NBA Champion Dallas Mavericks and Landmark Theaters, a technology mogul and co-founder/chairman of the AXS TV cable network. "I love getting behind great ideas that I'm really passionate about – and the moment I tried these on, I knew that every guy would want these shoes."

"Mark, Joe and Tommy are three sports legends promoting an idea that's inspired by the ingenuity of relaxed jeans: product that doesn't just offer more comfort, but looks great as well," said Michael Greenberg, president of SKECHERS. "Guys want their shoes to feel roomy without making their feet look wide – and Relaxed Fit shoes are designed to offer this kind of comfort with a more stylish design. Plus, with these power players in professional basketball, football and baseball backing this new brand, we're confident that Relaxed Fit footwear is going to strike a chord with guys everywhere."

Relaxed Fit from SKECHERS is Cuban's and Montana's second endorsement for the SKECHERS brand; both previously starred in Super Bowl spots for the Company.

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 (<https://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 June 30, 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=50392161&lang=en>

SKECHERS USA, Inc.
Jennifer Clay
310.937.1326

Source: SKECHERS USA, Inc.