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# Kelly Brook Laces Up with SKECHERS

## Top Model and Actress Named New Face of Global Footwear Brand

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Model, actress and television presenter Kelly Brook has signed on with [SKECHERS](#) to appear globally in the footwear company's multi-platform marketing and social media campaigns through 2015. The British-born star will become a new face for SKECHERS women's footwear collections.



Kelly Brook (WireImage / Eamonn McCormack)

"It doesn't get any bigger than SKECHERS when it comes to lifestyle footwear so I'm thrilled to be working with this amazing brand," said Kelly Brook. "SKECHERS has brilliantly comfortable shoes in so many colors and looks. I love it and can't wait to get started with this campaign!"

"Kelly has a unique ability to be a glamour trendsetter who also conveys an accessible fashion sensibility that hits right on target with the demographic shopping for [SKECHERS](#) women's footwear," began Michael Greenberg, president of SKECHERS. "She's also the first celebrity we've ever featured globally who came to fame outside the United States. As Kelly resonates in Europe and around the world, this partnership is a testament to the international strength of our brand. We're thrilled to have her on board and look forward to excitement she will generate for SKECHERS."

Brook's career began in the modeling world at the age of 16. It didn't take her long to become a fixture on magazine covers as one of the UK's top pin-up and swimsuit models where she was named "Sexiest Woman in the World" by *FHM*. A favorite paparazzi subject, Brook transcended the editorial pages as a presenter or judge on numerous television series and her acting roles have grown from multi-episode arcs on popular shows like *Smallville* to her first starring TV role in the soon-to-premiere NBC comedy series *One Big Happy*. She also created a signature apparel line that launched in 2012.

Brook joins a [SKECHERS](#) female celebrity roster that currently includes multi-platinum

selling recording artist and actress Demi Lovato, television personality Brooke Burke-Charvet and *The Voice* winner Danielle Bradbery. SKECHERS has a long history working with big stars and prior campaigns have featured Kim Kardashian, Britney Spears, Christina Aguilera and Carrie Underwood.

The global [SKECHERS](#) footwear marketing campaign featuring Kelly Brook will extend across all platforms including television, print, online, outdoor and point of purchase.

### **About SKECHERS USA, Inc.**

SKECHERS USA, Inc. (NYSE:SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company's international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. For more information, please visit [skechers.com](http://skechers.com), and follow us on Facebook ([facebook.com/SKECHERS](https://facebook.com/SKECHERS)) and Twitter ([twitter.com/SKECHERSUSA](https://twitter.com/SKECHERSUSA)).

*This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, without limitation, the Company's future growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, and its planned opening of new stores, advertising and marketing initiatives. Forward-looking statements 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; consumer preferences and rapid changes in technology in 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, 2013 and its quarterly report on Form 10-Q for the three months ended March 31, 2014. 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,*

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