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SKECHERS Named 2010 Footwear Supplier of the Year by jcpenny

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 been named 2010 Supplier of the Year by jcpenny in the Family Footwear category.

The official award was presented by jcpenny executives at the [SKECHERS](#) world headquarters in Manhattan Beach, California. [SKECHERS](#) was recognized for outstanding design and innovation in fitness footwear, as well as the longstanding quality of [SKECHERS'](#) men's, women's and kids lifestyle footwear collections.

"We're incredibly honored to be named Supplier of the Year by jcpenny. They have been one of our key accounts for years, and their business has played a vital role in the growth of the SKECHERS brand," said Michael Greenberg, president of SKECHERS. "Receiving this award is both humbling and exciting."

"Throughout the years, SKECHERS has consistently delivered high-quality lifestyle footwear that makes jcpenny a first choice shopping destination for the entire family," said Lorraine Hitch, General Merchandise Manager of jcpenny. "With popular products, such as Shape-ups and the SKECHERS Fitness collection, SKECHERS continues to deliver fresh, on-trend lifestyle collections for men, women and kids. In recognition of its innovative merchandise and collaborative partnership, we're pleased to recognize them as our footwear Supplier of the Year.

SKECHERS footwear is currently available in all jcpenny locations and online throughout the United States.

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, as well as in 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, July 25, 2011

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 SKECHERS' annual report on Form 10-K for the year ended December 31, 2010 and its quarterly report on Form 10-Q for the three months ended March 31, 2011 and in jcpenny's annual report on Form 10-K for the year ended January 29, 2011 and its quarterly report on Form 10-Q for the three months ended April 30, 2011. The risks included here are not exhaustive. SKECHERS and jcpenny operate 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.

Source: SKECHERS USA, Inc.