

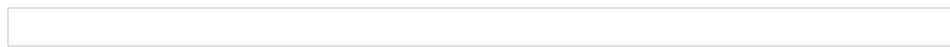
January 23, 2013



SKECHERS to Air Two Commercials During Super Bowl

Footwear company will launch Skechers GOrun 2 with humorous ad starring the world's fastest land animal and bring back Joe Montana for Relaxed Fit™ men's footwear

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Following up on last year's wildly successful Super Bowl ad starring the adorable pup Mr. Quiggly for Skechers GOrun, [SKECHERS USA, Inc.](#) (NYSE:SKX) today announced that the Company will return to the Big Game with two unique campaigns. The first will use humor and animals to illustrate the speed of Skechers GOrun 2 performance running footwear and is slated to air during the two-minute warning of the first half. SKECHERS will also enlist football legend Joe Montana for a second advertisement to air during the second quarter.

 Man vs. cheetah in the Skechers GOrun 2 Super Bowl ad campaign (Photo: Business Wire)	For the Company's performance brand, a cheetah takes center stage this year when the world's fastest
land animal goes head-to-head with a human wearing Skechers GOrun 2 . Like the cheetah, Skechers GOrun 2 footwear is lightweight, sleek and fast. The Company debuted the original Skechers GOrun collection on the feet of a spunky French Bulldog during the 2012 Super Bowl, and the much adored "Mr. Quiggly" commercial achieved a third place ranking at the top of the <i>USA Today</i> Ad Meter, making the pooch a media darling and bringing global recognition to Skechers Performance footwear.	

For the SKECHERS Relaxed Fit™ collection, Hall of Fame quarterback and four-time Super Bowl champion Joe Montana is the face of the successful footwear line that's designed for comfort with a roomy toe area and memory foam insole. Montana previously appeared in a SKECHERS Relaxed Fit campaign during Fall 2012 that also included ads featuring basketball and baseball icons Mark Cuban and Tommy Lasorda.

The 2013 Super Bowl campaign marks SKECHERS' fourth consecutive year of commercials on the world's biggest advertising platform. In its first year, the Company utilized the star power of Joe Montana to launch its fitness division, and then followed up in 2011 with Kim Kardashian in the Company's fitness footwear. Basketball and business icon Mark Cuban joined Mr. Quiggly in 2012 for SKECHERS' most successful Super Bowl campaign thus far.

Designed by the Company's [Performance Division](#) after extensively working with elite runners, Skechers GOrun 2 is an innovative shoe that features revolutionary midfoot strike technology and GOimpulse sensors for enhanced sensory feedback. Designed for speed, the ultra-lightweight Skechers GOrun 2 is ideal for novice to elite athletes. The Skechers Performance Division launched in 2011, with a global marketing campaign starring elite distance runner and Olympic medalist Meb. Competing in Skechers GOrun footwear, he

recently achieved two back-to-back personal best marathon times during the 2011 New York City Marathon and with a first place finish at the 2012 Olympic Trials. Meb was the fastest American at the London Games, finishing fourth overall, and will compete at the prestigious Boston Marathon this spring wearing Skechers Performance footwear. For more information about the Skechers Performance Division, visit skechersperformance.com and follow us on Facebook (<https://www.facebook.com/SkechersPerformance>) and Twitter (<https://twitter.com/skechersGO>).

A natural extension of relaxed fit jeans, Relaxed Fit footwear has fast become one of SKECHERS' most successful men's footwear collections and will soon expand into women's footwear.

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE: SKX), 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 (<https://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 September 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.

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Source: SKECHERS USA, Inc.