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SKECHERS Named Company of the Year by Footwear Plus Magazine

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in lifestyle footwear, today announced that it has been named 2008 Company of the Year by Footwear Plus magazine. This award marks the third time in four years that SKECHERS has claimed the top prize in the Plus Awards for Design Excellence.

The Plus Awards are nominated and voted on annually by footwear retailers nationwide, and recognize design excellence for the year.

"We are humbled and honored to be named Company of the Year by our industry retailers," began Michael Greenberg, president of SKECHERS. "To be nominated along with a group of exceptionally strong brands in such a challenging year for our industry, this award serves as an acknowledgement for the achievement of our company and the hard work of our talented team."

"Congratulations to SKECHERS for receiving the Plus Award in the 'Company of the Year' category," stated Greg Dutter, Editorial Director of Footwear Plus magazine. "As everyone knows, the past year has presented unprecedented challenges yet SKECHERS posted record sales growth. The company forged ahead with aggressive marketing campaigns, new launches and brand extensions--proving time and again that growth opportunities remain despite a difficult retail climate."

Greenberg added: "Retailers are on the forefront of determining the trends and brands that are relevant today, so we believe that this award is a reflection of consumers' growing demand and enthusiasm in SKECHERS and our entire house of fashion brands. We look forward to building on this success by delivering fresh product that consumers desire domestically and around the world."

SKECHERS has twice before been recognized by Footwear Plus as Company of the Year in 2005 and 2006. Additionally, SKECHERS received Plus Awards for Design Excellence in 2000 for Young Women's Fashion, in 2001 for Women's Streetwear, and in 2002 for Kids' Fashion. SKECHERS' fashion brand, Marc Ecko, won Plus Awards for Design Excellence in Men's Streetwear for 2005 and again in 2006.

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, and across Europe, as well as through joint ventures in China and Hong Kong. Please visit www.skechers.com or call the Company's information line at 877-INFO-SKX.

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; intense competition among sellers of footwear for consumers; changes in fashion trends and consumer demands; popularity of particular designs and categories of products; the level of sales during the spring, back-to-school and holiday selling seasons; the ability to anticipate, identify, interpret or forecast changes in fashion trends, consumer demand for the products and the various market factors described above; the ability to maintain brand image; the ability to sustain, manage and forecast growth and inventories; the ability to secure and protect trademarks, patents and other intellectual property; the loss of any significant customers, decreased demand by industry retailers and cancellation of order commitments; potential disruptions in manufacturing related to overseas sourcing and concentration of production in China, including, without limitation, difficulties associated with political instability in China, the occurrence of a natural disaster or outbreak of a pandemic disease in China, or electrical shortages, labor shortages or work stoppages that may lead to higher production costs and/or production delays; changes in monetary controls and valuations of the Yuan by the Chinese government; increased costs of freight and transportation to meet delivery deadlines; violation of labor or other laws by independent contract manufacturers, suppliers or licensees; potential imposition of additional duties, tariffs or other trade restrictions; business disruptions resulting from natural disasters such as an earthquake due to the location of domestic warehouses, headquarters and a substantial number of retail stores in California; changes in business strategy or development plans; changes in economic conditions that could affect the ability to open retail stores in new markets and/or the sales performance of existing stores; the ability to attract and retain qualified personnel; the disruption, expense and potential liability associated with existing or unanticipated future litigation; and other factors referenced or incorporated by reference in Skechers' Form 10-K for the year ended December 31, 2007 and Skechers' Form 10-Q for the quarter ended September 30, 2008. The risks included here are not exhaustive. We operate in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on the business 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.