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Shape-ups Hit 2010 Sundance Film Festival

SKECHERS Gifting Suite and Lounge Brings Stylish Fitness Footwear to Celebrities and Film Buffs

LOS ANGELES, Jan. 14 /PRNewswire-FirstCall/ -- **SKECHERS** announced today that celebrities and film buffs will be treated to a revolutionary fitness experience at the **Shape-ups** Lounge during the 2010 Sundance Film Festival. **SKECHERS** will bring its stylish fitness footwear collection to an exclusive retreat and gifting suite at Harry-O's Monkey Bar in Park City, January 21-31.

The **SKECHERS Shape-ups** Lounge is designed to immerse Sundance attendees into the world of **Shape-ups**, and give them a chance to experience firsthand how this innovative footwear may lead to toned muscles, improved posture and reduced joint stress. Complete with technical experts providing **Shape-ups** fitness tips, the Lounge will serve as a retreat with reflexologists, healthy snacks, a gifting suite for celebrities, and a chance for film buffs to purchase the latest from the **Shape-ups** collection.

"We're very excited to share the **Shape-ups** phenomenon with international style icons, celebrities and film enthusiasts attending Sundance," said Michael Greenberg, president of **SKECHERS**. "In just a year, **Shape-ups** have evolved from an innovative fitness concept to an in-demand lifestyle choice by consumers around the world. Film industry pros are no stranger to juggling busy schedules – and we believe the easy fitness benefits of **Shape-ups** and the look and feel of this stylish footwear are a perfect fit."

With Shape-ups' kinetic wedge midsole and rocker bottom, wearers can build and maintain a healthy lifestyle by getting in shape anywhere they walk. The **Shape-ups** men's and women's collection includes sneakers, dress casual looks, and boots. **Shape-ups** are available in sporting goods, department and specialty athletic stores around the world.

The **SKECHERS Shape-ups** Lounge will be open 10:00 am – 5:00 pm from Thursday, January 21 through Sunday, January 31 at Harry-O's Monkey Bar on 427 Main Street in Park City, Utah.

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, 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.

ABOUT SUNDANCE

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Presenting approximately 120 dramatic and documentary feature-length films in seven distinct categories and between 60 and 80 short films each year, the Sundance Film Festival has introduced American audiences to some of the most ground-breaking films of the past two decades, including *Sex Lies and Videotape*, *Maria Full of Grace*, *Hedwig and the Angry Inch*, *An Inconvenient Truth*, *Trouble the Water* and *Central Station*.

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 the ongoing financial crisis and market instability; 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 Form 10-K for the year ended December 31, 2008 and the Company's Form 10-Q for the quarter ended September 30, 2009. 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 Company cannot predict all such risk factors, nor can the Company 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.

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