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SKECHERS Footwear Expands Global Reach with New Flagship Store in London's Covent Garden

Famed Art, Cultural and Shopping Magnet Draws Nearly 45 Million Annual Visitors

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that the Company has opened a flagship store in the heart of Covent Garden, London's premier destination for culture and leisure. Exclusively located on the Royal Opera House property across from the famed Covent Garden Market, the new SKECHERS location is a central magnet for shoppers worldwide.

"SKECHERS Covent Garden is the ultimate sales and branding tool," said Michael Greenberg, president of SKECHERS. "Consumers can't get enough of this world-famous district because it's known for having it all - shops, restaurants, architecture, entertainment. And now, it's also got SKECHERS - which means that millions of new customers and fans of the brand can enter our world, try on our styles, buy our product, and take the SKECHERS experience home to their countries."

Designed to infuse the Opera House's architectural design with SKECHERS' sensory retail philosophy, the flagship store showcases sculptured gypsum wall panels and premium solid black oak flooring, as well as signature SKECHERS looks such as blue florescent acrylic wall displays and table tops, LCD screens, color-changing LED lighting, and light box graphics.

A living catalogue, the store features a broad range of SKECHERS athletic, casual and dress styles for men and women, along with a dedicated children's department illuminated with the brand's animated characters. The Company's popular Shape-ups fitness footwear collection also prominently features in its own shop-in-shop, promoted with graphic images and four LCD screens playing Shape-ups instructional videos.

The SKECHERS Covent Garden store at 2/3 James Street is the latest in a growing network of global destinations showcasing the brand. In addition to the SKECHERS retail store on London's Oxford Street, the Company's flagship stores include high-profile locations in New York's Times Square, Los Angeles' Hollywood & Highland and Universal CityWalk, and San Francisco's Powell Street, as well as Toronto, Paris, and Shanghai. SKECHERS currently owns and operates more than 280 retail stores in the United States, Canada, Europe and Asia.

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; in over 100 countries and territories through the Company's global network of distributors and subsidiaries in Canada, Brazil, Chile, and across Europe; and through joint ventures in Asia. For more information, please visit www.skechers.com.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6193282&lang=en>

Source: SKECHERS USA, Inc.