

October 25, 2010



SKECHERS General Counsel, Philip G. Paccione, Awarded Corporate Counsel of the Year by the Los Angeles Business Journal

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA (NYSE:SKX), a global leader in the lifestyle footwear industry, today announces that Philip G. Paccione, SKECHERS General Counsel, has been awarded Corporate Counsel of the Year by the Los Angeles Business Journal.

Mr. Paccione was recognized Wednesday, October 20 at the Corporate Counsel Awards in Los Angeles, California where he was named Corporate Counsel of the Year of a Public Company (with more than one billion dollars in annual revenue) from a group of six finalists. Candidates were selected for exceptional legal skill and achievement across the full spectrum of in-house responsibility, exemplary leadership as evidenced by the highest professional and ethical standards, and for contributions to the Los Angeles community at large. Mr. Paccione will also be recognized in the October 25, 2010 issue of the Los Angeles Business Journal.

"We've always felt fortunate to have the professionalism, leadership and counsel that Phil brings to SKECHERS every single day," began Michael Greenberg, president of SKECHERS. "All of us at SKECHERS stand proud to see Phil recognized externally for the exceptional role he's played in our success for more than a decade."

"This award from the Los Angeles Business Journal leaves me both humbled and grateful," stated Mr. Paccione. "I have had tremendous support from executive management and this great company as well as from talented inside and outside counsel. These last 12 and a half years have been a pleasure and I look forward to the challenges ahead as SKECHERS continues to grow around the globe."

Mr. Paccione has served as the SKECHERS Executive Vice President, Business Affairs since February 2000. Additionally, he has been the Company's Corporate Secretary since July 1998 and General Counsel since May 1998.

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.

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; 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 Form 10-K for the year ended December 31, 2009 and the Company's Form 10-Q for the quarter ended June 30, 2010. 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.

Source: SKECHERS USA, Inc.