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SKECHERS Teams with Fitness Expert Denise Austin for New Shape-ups Television Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced the launch of a new television campaign featuring fitness expert Denise Austin in support of its top selling Shape-ups footwear line.

The television spot--on-air in the United States--is the latest element in an ongoing global Shape-ups endorsement deal with Austin that includes print, outdoor and online campaigns as well as promotional appearances.

"When it comes to fitness and wellness, we couldn't have a better personality than Denise Austin on our team," began Michael Greenberg, president of SKECHERS. "For over a year, we've watched Denise share her unmatched understanding and excitement about the power and benefits of Shape-ups to consumers at events across the United States. She's a trusted brand evangelist and a perfect fit for our Shape-ups television campaign."

"I've been wearing Shape-ups since they launched as part of my power walk as well as in my everyday life," said Denise Austin, who recently hosted her second SKECHERS Shape Up America Tour. "Walking in Shape-ups makes your time more efficient and effective. They instantly improve your posture from the moment you put them on targeting the thighs and rear-end helping to make your bottom half your better half!"

Austin's trademark zest for life, positive outlook, and can-do attitude have endeared her to millions of fans across the country--and around the world--and earned her the reputation as "America's favorite fitness expert." She served her second term on the President's Council on Physical Fitness and Sports, a position she was first appointed to by George W. Bush in 2002. She has also testified before the U.S. Senate Committee on Health, Education, Labor, and Pensions and helped launch the new food guidance system of the U.S. Department of Agriculture (mypyramid.gov). Her contributions to heart health were honored by Woman's Day magazine and the American Heart Association when she was presented with the Red Dress Award in February 2008. As host of the multi-city Shape Up America Bus Tour, Austin served as a brand ambassador, promoting the benefits of Shape-ups to the press and consumers alike.

Shape-ups from SKECHERS are an innovative fitness tool designed to promote weight loss, tone muscles and improve posture. Shape-ups feature a unique soft Resamax(TM) kinetic wedge insert and rolling bottom that simulates walking on soft sand, providing natural instability that causes the wearer to use more energy with every step. The men's and women's fitness footwear line is available in sporting goods, department and specialty athletic stores around the world.

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 SKECHERS' Form 10-K for the year ended December 31, 2009 and SKECHERS' 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.