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SKECHERS' Much Anticipated Super Bowl TV Commercial Launches Early

Media Buzz Prompts Footwear Company to Release New Skechers GOrun Spot at Select Media Outlets and Online

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX) announced today that its complete 30-second Skechers GOrun commercial set to air on Sunday during SUPER BOWL XLVI premiered last night on *Entertainment Tonight* and is now available to view [online](#). Mr. Quiggly, the French bulldog star of the ad, also helped promote his commercial with an appearance on *Good Morning America* this morning. Featured this week in the top ten list on NBC Sports' Super Bowl Ad Power Rankings, the much talked about spot can be voted on by fans on Sunday via the *USA Today* Facebook [Ad Meter](#), YouTube [Ad Blitz](#), and Twitter's [Ad Scrimmage](#).

Anticipation for the spot has been building over the last month after SKECHERS introduced the world to Mr. Quiggly—the adorable pooch who quickly became an unexpected star by using SKECHERS GOrun revolutionary lightweight mid-foot strike running shoes as a secret weapon for his big race, and exemplifying how an “underdog” can achieve something remarkable. A media frenzy exploded when news outlets compared the footwear company's previous Super Bowl spot, which starred Kim Kardashian, to this year's commercial with Mr. Quiggly. E!online ranked the ad number 5 in their “Top Ten Super Bowl Commercials We Can't Wait For!” list and commented, “Sorry, Kim, but Mr. Quiggly has already stolen our hearts.”

Billionaire entrepreneur and Dallas Mavericks owner Mark Cuban also stars in the ad that features rapper Tone Loc's hit single, “Wild Thing.” This new campaign uses humor to illustrate how SKECHERS now produces performance footwear that's exceeding expectations and impressing runners and athletes everywhere. SKECHERS will run the ad in the coveted position at the two minute warning during the first half of the game.

In addition to a brief teaser for the ad released on YouTube several days ago, the Company has created buzz and awareness via a campaign focused on Mr. Quiggly across its pages on both [Facebook](#) and [Twitter](#). SKECHERS encourages fans to use the hash tag [#MrQuiggly](#) when tweeting about the spot as it continues to leverage the power of social media to promote the ad and Skechers GOrun product.

Designed by the Company's Advanced Concepts Team after three years of research working with elite runners, the radically lightweight Skechers GOrun minimal running shoe features mid-foot strike technology and GOimpulse sensors for enhanced sensory feedback. Skechers GOrun is available in sporting goods, department and specialty athletic stores, and SKECHERS 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, and over 100 countries and territories through the Company's global network of distributors and subsidiaries in Canada, Brazil, Chile, Japan and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com, and follow us on Facebook (www.facebook.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

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 ongoing global economic slowdown 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, 2010 and its Form 10-Q for the quarter ended September 30, 2011. The risks included here are not exhaustive. SKECHERS 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.

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Source: SKECHERS USA, Inc.