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Travel Channel Names Manhattan Beach SKECHERS Fireworks One of Top Two Holiday Festivals in the United States

2012 Event to be Filmed for Travel Channel's "Christmas Showdown" Holiday Special

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX) today announced that the annual SKECHERS-sponsored Manhattan Beach Holiday Fireworks celebration has been named one of the top two holiday festivals in the nation by the Travel Channel. In a race for the No. 1 holiday celebration, the Travel Channel will film this Sunday's event at the Manhattan Beach Pier for the upcoming special "Christmas Showdown," highlighting festival activities, interviewing prominent members of the community and local families participating in the festivities.

"I was thrilled to hear Manhattan Beach was selected among thousands of cities as one of the top holiday fireworks festivals in the nation," said SKECHERS president Michael Greenberg. "This annual event means a lot to the SKECHERS family because it unites the community in the spirit of the season. This year, SKECHERS is proud to present not one, but two fireworks shows to celebrate Manhattan Beach's 100th birthday. We wanted to do something special to commemorate the centennial celebration, and when viewers across the nation tune in to watch this festival on the Travel Channel, they will be truly amazed by what we've created here in Manhattan Beach."

"When I partnered with several members of the Manhattan Beach community to found the first Holiday Fireworks celebration 23 years ago, we never imagined what it would grow into," said Pete Moffett of Pete Moffett Productions. "With the support of SKECHERS and the city of Manhattan Beach, this festival now draws more than 15,000 people gathering together on the sand under the stars for a truly special holiday celebration. Manhattan Beach may not have a traditional 'white Christmas' like you see in the movies, but that's what makes our holiday festival so unique – you've never seen anything like it."

"Manhattan Beach's special Centennial fireworks program will be the biggest and brightest show in Manhattan Beach history, so it is wonderful that the Travel Channel will be there to capture it," said Manhattan Beach Mayor Wayne Powell. "Everyone will be able to see and feel the excitement and love in our community as we celebrate our city's 100th anniversary."

In addition to the two SKECHERS-sponsored fireworks shows, the Manhattan Beach holiday celebration includes an evening of holiday activities, including:

- A SKECHERS snow and sled park;
- Live music and dancing in the streets of Downtown Manhattan Beach; and
- A holiday parade with a special appearance from Santa Claus.

For additional information, please visit www.mbfirewoks.com.

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. 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 Brazil, Canada, 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 the Company's annual report on Form 10-K for the year ended December 31, 2011 and its quarterly report on Form 10-Q for the three months ended September 30, 2012. 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.

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