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# **SKECHERS® and McDonald's® Launch Licensing Agreement with Happy Meal® Featuring Twinkle Toes®**

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), a global leader in the footwear industry and the number two footwear brand in the United States,\* announced that the company is working with McDonald's® to launch a three-week Happy Meal® promotion with [Twinkle Toes® by SKECHERS®](#) starting tomorrow (Friday, August 26) in the United States and Canada.

During the promotion, Happy Meal customers can receive one of 6 clip-on miniature Twinkle Toes by SKECHERS toy shoes, while supplies last. Each toy shoe comes in two different color combinations. Decorated with an image of the popular animated character Twinkle Toes from the best-selling SKECHERS Kids footwear line for girls, the shoe features a button on the sole which lights up the sneaker, a signature feature of the Twinkle Toes collection.

"This is an exciting intersection of two brands that kids enjoy – and a fun way for our companies to merge our strengths," said Michael Greenberg, president of SKECHERS. "Our kids' footwear is designed as toys for your feet – and now with miniatures of our Twinkle Toes shoes, they literally are. We are excited to have this extension of our brand, and with a globally recognized partner."

The promotion will be supported in the United States and Canada by a McDonald's Happy Meal television commercial featuring Twinkle Toes, as well as banners and online at HappyMeal.com. The Twinkle Toes promotion will also be featured on Happy Meal boxes, drive-thru promotion windows, and in-store at the point of purchase. In the United States, each Happy Meal toy will include a Twinkle Toes sticker sheet as well as a "Mommy & Me" discount coupon valid at SKECHERS retail stores and on Skechers.com.

In addition to McDonald's, SKECHERS has partnered with numerous global licensees to produce a wide range of products including sporting goods, children's apparel, bags, electronics, sunglasses, legwear, and luggage.

## **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, and across Europe, as well as through joint ventures in Asia. For more information, please visit [www.skechers.com](http://www.skechers.com), and follow us on Facebook ([www.facebook.com/SKECHERS](http://www.facebook.com/SKECHERS)) and Twitter ([twitter.com/#!/SKECHERSUSA](http://twitter.com/#!/SKECHERSUSA)).

## ABOUT McDONALD'S

McDonald's is the world's leading global foodservice retailer with more than 32,000 locations serving approximately 64 million customers in 117 countries each day. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local men and women. To learn more about the company, please visit [www.aboutmcdonalds.com](http://www.aboutmcdonalds.com) and follow us on Facebook (<https://www.facebook.com/mcdonaldscorp>) and Twitter (<http://www.twitter.com/mcdonaldscorp>). For more information about McDonald's environmental efforts, please visit ([http://www.aboutmcdonalds.com/mcd/csr/about/sustainable\\_supply.html](http://www.aboutmcdonalds.com/mcd/csr/about/sustainable_supply.html)).

\**Sporting Goods Intelligence*, July 25, 2011

*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 June 30, 2011. The risks included here are not exhaustive. SKECHERS and McDonald's operate 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.*

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6840748&lang=en>.

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