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## SKECHERS' Donations of BOBS Footwear for Kids in Need Surpasses Three-Million-Pair Mark

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Just five months after reaching its first million-pair donation milestone, BOBS from SKECHERS today announced that it has donated more than three million pairs of new shoes for children in need worldwide. With a new pair going to a child in need for every pair of BOBS purchased, BOBS has expanded its donation network to include nearly 30 countries around the globe, with a focus on helping distressed families across the United States.



BOBS from SKECHERS distributes new shoes to children in need in Atlanta, Georgia. (Image courtesy of Caring For Others and Carlos Bell Photography)

“The word is out about BOBS, and its growing success means that we can give more pairs than ever. We are pleased that we are able to get shoes in the hands of American families struck by financial hardship, those affected by natural disasters, including Superstorm Sandy, and many children in need around the world,” said Michael

Greenberg, president of SKECHERS. “We’re so excited to be part of this movement of giving, and to help as many kids as we can. Through the continued support of socially conscious consumers, we believe we can make an even larger impact.”

BOBS unites people with a single goal: to help the approximately 300 million children worldwide in need of shoes due to poverty, epidemics and natural disasters. With the support of its non-profit giveaway partners, BOBS distributes to charitable organizations, homeless shelters, education programs and non-profit groups across the Americas, Africa, Eastern Europe, and mainland and Southeast Asia – and plans to continue expanding the program on a global scale.

Designed for women, men and kids, BOBS is supported by *Dancing with the Stars* host Brooke Burke-Charvet in a global awareness campaign across print, television, online and social media. You can find BOBS in stores nationwide, and in key markets around the world.

## 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](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)).

*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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