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SKECHERS Footwear Gets Animated with Shrek

Company Teams up with DreamWorks Animation to Create "Shrek by SKECHERS"

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)--

SKECHERS is seeing green with the launch of its first character footwear line, Shrek by SKECHERS. In collaboration with DreamWorks Animation, SKECHERS is introducing the children's footwear line this month to coincide with the release of the upcoming animated comedy Shrek the Third, which opens nationwide on May 18. A new merchandising opportunity for the Shrek series, Shrek by SKECHERS will be co-branded with such favorite characters as Shrek, Fiona, Donkey and Puss In Boots.

"SKECHERS Kids is built on a philosophy of fun, trend-savvy footwear - footwear that complements Shrek's global success as a pop culture icon," said Michael Greenberg, president of SKECHERS. "With SKECHERS' long heritage as a family lifestyle footwear brand, we fit the Shrek consumer perfectly - and believe this is a great first step into the lucrative world of character footwear."

"We couldn't be more excited about partnering with SKECHERS in this way and feel that the broad appeal of the Shrek franchise together with the family appeal of SKECHERS should prove to be a great combination," added Randy Klein, head of apparel licensing for DreamWorks Animation. "Shrek by SKECHERS is a fun footwear collection that we're sure will be a draw for kids of all ages."

To support the Shrek by SKECHERS footwear program, the Company will market the line in the United States using the characters' images on print, television and outdoor advertising, in-store through POP and gift-with-purchase items, and on the Internet.

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Shrek is a registered trademark of DreamWorks Animation L.L.C.

Shrek the Third(TM) & (C) 2007 DreamWorks Animation L.L.C.

ABOUT DREAMWORKS ANIMATION SKG

DreamWorks Animation SKG (NYSE:DWA) is devoted to producing high-quality family entertainment through the use of computer-generated (CG) animation. Utilizing world-class creative talent and state-of-the-art technological capabilities, the company is committed to making two computer-animated feature films a year that appeal to a broad movie-going audience.

ABOUT SKECHERS

SKECHERS USA, Inc. (NYSE:SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of men's, women's and children's footwear under the SKECHERS name, as well as under seven 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 Canadian and European subsidiaries. Please visit www.skechers.com or call the Company's information line at 877-INFO-SKX.

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 of the Company, 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 the Company's 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; intense competition among sellers of footwear for consumers; changes in fashion trends and consumer demands; popularity of particular designs and categories of products; the level of sales during the spring, back-to-school and holiday selling seasons; the ability to anticipate, identify, interpret or forecast changes in fashion trends, consumer demand for our products and the various market factors described above; the ability of the Company to maintain its brand image; the ability to sustain, manage and forecast the Company's growth and inventories; the ability to secure and protect trademarks, patents and other intellectual property; the loss of any significant customers, decreased demand by industry retailers and cancellation of order commitments; potential disruptions in manufacturing related to overseas sourcing and concentration of production in China, including, without limitation, difficulties associated with political instability in China, the occurrence of a natural disaster or outbreak of a pandemic disease in China, or electrical shortages, labor shortages or work stoppages that may lead to higher production costs and/or production delays; changes in monetary controls and valuations of the Yuan by the Chinese government; increased costs of freight and transportation to meet delivery deadlines; violation of labor or other laws by our independent contract manufacturers, suppliers or licensees; potential imposition of additional duties, tariffs or other trade restrictions; business disruptions resulting from natural disasters such as an earthquake due to the location of the Company's domestic warehouse, headquarters and a substantial number of retail stores in California; changes in business strategy or development plans; the ability to attract and retain qualified personnel; the disruption, expense and potential liability associated with existing or unanticipated future litigation; and other factors referenced or incorporated by reference in the Company's annual report on Form 10-K for the year ended December 31, 2006. The risks included here are not exhaustive. We operate in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business 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 the Company's future performance.

Source: SKECHERS USA, Inc.