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SKECHERS to Launch BEBE SPORT Footwear

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

SKECHERS USA, Inc. (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that it has signed a licensing agreement with bebe stores, inc. (NASDAQ:BEBE) to design, develop and market BEBE SPORT women's footwear. The BEBE SPORT footwear line is set to launch in the United States in Spring 2008 with a campaign featuring actress Eva Longoria, the current face of BEBE SPORT. BEBE SPORT footwear will launch worldwide in coming seasons.

In line with bebe's distinctive line of contemporary apparel and accessories, the BEBE SPORT footwear collection is designed to appeal to the hip, sophisticated, body-conscious woman who wants to look sporty and sensual at the same time. BEBE SPORT footwear will be available at BEBE SPORT stores, better department stores, multi-branded footwear specialty chains and upscale footwear specialty boutiques.

"Bebe has an excellent reputation in the fashion industry and with consumers thanks to their approach of designing sophisticated yet sexy apparel to the often overlooked 21- to 35-year-old woman," began Michael Greenberg, president of SKECHERS. "They have built a store base of more than 280 locations and are strategically broadening their scope with brand extensions like BEBE SPORT. We are excited about partnering with this dynamite brand, one that has Eva Longoria as its face and almost 60 stores specific to the SPORT brand, and are looking forward to marketing an exceptional line of sport-influenced sneakers, sandals and casuals."

"We are very excited about our new partnership with SKECHERS, a company that truly understands the sport lifestyle footwear business," commented Greg Scott, CEO of bebe stores, inc. "Their expertise in product development combined with their reach across multiple distribution channels in the U.S. is key," continued Scott. "The company has a solid reputation around the world, as well as the logistics and infrastructure to deliver product to a multitude of fashion-savvy markets. This proficiency will be pivotal as we develop and expand BEBE SPORT into a global brand."

ABOUT BEBE SPORT

bebe stores, inc. designs, develops and produces a distinctive line of contemporary women's apparel and accessories, which it markets under the bebe, COLLECTION bebe, BEBE SPORT, bbsp and bebe O brand names. bebe currently operates 285 stores, of which 206 are bebe stores, 20 are bebe outlet stores, 58 are BEBE SPORT stores and 1 is a bebe accessories store. These stores are located in the United States, U.S. Virgin Islands, Puerto Rico and Canada. In addition, there is an online store at www.bebe.com.

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, SKECHERS-owned retail stores and its e-commerce website, as well as in over 100 countries and territories through SKECHERS' global network of distributors and subsidiaries in Canada, Brazil, Asia, and across Europe. Please visit www.skechers.com or call the SKECHERS 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, 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; 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 the products and the various market factors described above; the ability to maintain brand image; the ability to sustain, manage and forecast 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 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 domestic warehouses, headquarters and a substantial number of retail stores in California; changes in business strategy or development plans; changes in economic conditions that could affect the ability to open retail stores in new markets and/or the sales performance of existing retail stores; 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 SKECHERS' Form 10-K for the year ended December 31, 2006 and Form 10-Q for the quarter ended September 30, 2007 and/or in bebe's Form 10-K for the year ended July 7, 2007 and Form 10-Q for the quarter ended October 6, 2007. 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 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.

Source: SKECHERS USA, Inc.