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Celebrity Host, Model and Entrepreneur Brooke Burke Joins SKECHERS "Nothing Compares to Family" Advertising Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that host, entrepreneur and former Dancing with the Stars champion Brooke Burke will be the next celebrity to join its charity-related "Nothing Compares to Family" advertising campaign.

Burke, whose first modeling appearance was in a SKECHERS ad in 1995, will appear in the SKECHERS campaign with her fiancé David Charvet (ABC's summer reality competition series The Superstars), son Shaya, 1, and daughters Rain, 2, Sierra, 7, and Neriah, 9. "I'm always on the lookout for new outlets to help organizations like Cedars-Sinai Women's Cancer Research Institute," said Burke. "I love that SKECHERS is focusing on families in their advertising and bringing awareness to important charities. And it's great to be working with SKECHERS again - this time with my family."

"We're really proud of this campaign and thrilled that Brooke Burke is again a part of SKECHERS," began Michael Greenberg, President of SKECHERS. "At the core, SKECHERS is a family brand and the 'Nothing Compares to Family' campaign is a perfect way for us to partner with great talent like Brooke to support and promote a wide array of important charities."

Burke gained global recognition as the travel guide on the E! series, Wild On. She later went on to host two seasons of the CBS reality show Rock Star and recently competed on and ultimately won the 7th season of ABC's hit series Dancing With The Stars. Burke founded the mommy website BabooshBaby.com in 2008, and she has recently merged it with ModernMom.com, for which she is now CEO. She partnered with SKECHERS to bring awareness to Cedars-Sinai Women's Cancer Research Institute at the Samuel Oschin Comprehensive Cancer Institute, a program that is working to reduce the threat of cancer to women through research, education, early detection and prevention.

The SKECHERS "Nothing Compares to Family" campaign began in 2008 and stars some of today's popular celebrity families while benefiting children's charities with ads breaking in celebrity weekly magazines and other fashion and lifestyle glossies. Brooke Burke joins a roster of celebrities that has included Tori Spelling, Brandy, Jack Coleman, Trista and Ryan Sutter, Holly Robinson Peete, Niki Taylor, and most recently Cesar Milan. SKECHERS expects additional celebrity families to participate in support of new charities as the "Nothing Compares to Family" campaign continues through 2009.

The Brooke Burke "Nothing Compares to Family" ad image is available upon request. For further information go to: <http://www.skechers.com/info/charities>

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, as well as in 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. 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, 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 recent global economic slowdown and financial crisis; the ability to sustain, manage and forecast costs and proper inventory levels; the loss of any significant customers, decreased demand by industry retailers and cancellation of order commitments due to the credit crisis in the global financial markets or other difficulties in their businesses; the failure of financial institutions to fulfill their commitments under the Company's secured line of credit; changes in fashion trends and consumer demands; 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; new standards regarding lead content in children's products including footwear under the Consumer Product Safety Improvement Act of 2008; the ability to maintain brand image; intense competition among sellers of footwear for consumers; further changes to the global economic slowdown that could affect the ability to open retail stores in new markets and/or the sales performance of existing stores; 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; potential imposition of additional duties, tariffs or other trade restrictions; violation of labor or other laws by independent contract manufacturers, suppliers or licensees; popularity of particular designs and categories of products; 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; the ability to secure and protect trademarks, patents and other intellectual property; business disruptions resulting from natural disasters such as an earthquake due to the location of domestic warehouse, headquarters and a substantial number of retail stores in California; and other factors referenced or incorporated by reference in the Company's Form 10-K for the year ended December 31, 2008 and the Company's Form 10-Q for the quarter ended March 31, 2009. 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 the 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 future performance.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5995177&lang=en>

Source: SKECHERS USA, Inc.