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SKECHERS Signs Worldwide Shape-ups Endorsement Deal with Hall of Fame Quarterback Joe Montana

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that it has signed a worldwide endorsement deal with Pro Football Hall of Fame quarterback Joe Montana in support of Shape-ups fitness footwear through 2010.

The endorsement deal will span all media, including print, television, and outdoor. Montana will be seen in territories around the globe wherever men's Shape-ups are available.

"I truly believe in this product, which is why I'm looking forward to working with SKECHERS and sharing my Shape-ups experience with the world," began Joe Montana. "I spent 16 years on a football field -- it was an amazing time, but also pushed my body to its limit. Since I started walking in Shape-ups, I have noticed an improvement in my core strength, and the pressure on my back and knees has eased."

"We're very excited that Shape-ups will be endorsed by such a remarkable sports icon," said Michael Greenberg, president of SKECHERS. "We've had great success entering the fitness segment with Shape-ups, and having Joe Montana, a true athlete and icon, represent the brand will bring greater recognition to the brand in the sports world."

Joe Montana kicked off his storied football quarterback career by leading the University of Notre Dame to the championship game in 1977. He followed that with 14 seasons on the San Francisco 49ers, where he drove the team to an incredible four Super Bowl victories. Montana eventually played his final two NFL seasons with the Kansas City Chiefs before retiring in April 1995. With extraordinary career stats covering passes completed (3,409), yards passing (40,551), and touchdown passes (273), Montana was inducted into the Pro Football Hall of Fame in 2000.

Shape-ups from SKECHERS are technical walking shoes designed to promote weight loss, tone muscles and improve posture. Shape-ups have a kinetic wedge midsole that simulates walking on a soft surface like sand, providing natural instability that causes the wearer to use more energy with every step. The men's and women's fitness footwear line is available in sporting goods, department and specialty athletic stores around the world.

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, 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. For more information, please visit www.skechers.com.

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 global economic slowdown and the ongoing financial crisis and market instability; 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 Form 10-K for the year ended December 31, 2008 and the Company's Form 10-Q for the quarter ended September 30, 2009. 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 Company cannot predict all such risk factors, nor can the Company 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=6112540&lang=en>

Source: SKECHERS USA, Inc.