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Mark Cuban “Buys Into” SKECHERS

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX) today announced that sports and technology mogul Mark Cuban has thrown his support behind the launch of SKECHERS' innovative new performance running line, **Skechers GOrun**. The owner of the NBA Champion Dallas Mavericks will play a key role in the Company's third consecutive Super Bowl commercial, which will premiere during the coveted two minute warning in the first half.

A behind-the-scenes preview of Mark Cuban in SKECHERS' upcoming Super Bowl commercial featuring Skechers GOrun performance running footwear. (Photo: Business Wire)

“I pride myself on identifying technological breakthroughs and I

have been wearing SKECHERS mid-foot strike products since they were introduced and felt the difference after standing on the court for hours at a time,” stated Mark Cuban. “Now SKECHERS has built the **Skechers GOrun**, which I consider the ultimate running shoe. I even have our team’s trainers checking them out so we can benefit our players with this technological breakthrough. SKECHERS is coming to the running game with a star player, a real winner, and I am happy to be backing this exceptional product.”

Because the billionaire businessman is a true believer in the brand, he agreed to “buy into” the SKECHERS brand by committing to a host of television, print, outdoor, in-store, online and viral marketing campaigns, the first of which is the **Skechers GOrun** Super Bowl commercial.

“Until just a few years ago, SKECHERS was known purely as a lifestyle company. We are now building breakthrough performance product and with **Skechers GOrun**, we are entering the estimated \$13 billion dollar global running business,” began Michael Greenberg, president of SKECHERS. “Our success in this market depends first on designing a stellar, relevant product, which we have done, and second on getting the word out. I can’t imagine a better spokesman than Mark Cuban—one of the most talked about, charismatic and media-savvy pro-team owners in the world today.”

In addition to the Mavs, Cuban owns Landmark Theaters as well as the HDNet cable network, is a best-selling author with his 2011 ebook [How to Win at the Sport of Business: If I Can Do It, You Can Do It](#), and his face is a constant fixture on television. He competed on the fifth season of ABC’s *Dancing With The Stars*, recently had a recurring role playing himself on HBO’s *Entourage*, and is once again starring in ABC’s hit show *Shark Tank*, which begins airing later this month.

For its third consecutive Super Bowl spot, the footwear company will use humor to highlight the features and benefits of **Skechers GOrun**, its innovative new minimalistic running line. Leonard Armato, SKECHERS Fitness president, explains: “Success in the Super Bowl advertising world is dependent upon one of two things: either being sexy, which we did last year with Kim Kardashian’s ‘Break Up’ spot, or being humorous. You’ll see that by partnering with Mark in this spot we are focusing on humor – and embracing our position as an

underdog as SKECHERS launches a new lightweight, flexible running shoe with revolutionary mid-foot strike technology.”

Skechers GOrun launched globally in Holiday 2011 with an extensive multimedia campaign that began with elite runner, 2009 NYC marathon champion, and 2004 Olympic silver medalist Meb Keflezighi achieving a personal record while wearing **Skechers GOrun** footwear at the 2011 NYC Marathon on November 6. **Skechers GOrun** television, print, outdoor, online, in-store, and grass roots marketing ran through the year, and will continue again after the new Super Bowl campaign.

Designed by the Company's Advanced Concepts Team after three years of research working with elite runners, **Skechers GOrun** is appealing to runners at all levels because of its revolutionary mid-foot strike technology and GOimpulse sensors for enhanced sensory feedback. In addition, the flexible line features a 4mm heel drop that brings the runner 66 percent closer to the ground than traditional running shoes for a natural barefoot experience and is ultra-lightweight at just 6.9 ounces (size 9 men's) and 4.9 ounces (size 6 women's). **Skechers GOrun** is available in sporting goods, department and specialty athletic stores, and SKECHERS stores around the world.

Skechers GOrun kicked off an expanding collection of ultra-lightweight performance products featuring GOimpulse sensors. The recently released **Skechers GOWalk** and **Skechers GOplay** lines bring this technology into the casual world for an everyday recovery experience. In 2012, the Company will introduce **Skechers GOrtrain**—a line featuring lateral support for the gym developed through testing with New England Patriots running back (and SKECHERS athlete) Danny Woodhead; **Skechers GOrtrail**, a line designed specifically for trail runners constructed with a tough new compound called Resagrip; and **Skechers GOBionic**, a groundbreaking zero drop minimal running shoe featuring an innovative biomimic design.

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, and over 100 countries and territories through the Company's global network of distributors and subsidiaries in Canada, Brazil, Chile, Japan and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com, and follow us on Facebook (www.facebook.com/SKECHERS) and Twitter (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 SKECHERS' Form 10-K for the year ended December 31, 2011 and its Form 10-Q for the quarter ended September 30, 2011. The risks included here are not exhaustive. SKECHERS 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50128140&lang=en>

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