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# **ADDING MULTIMEDIA Meb Keflezighi Earns Spot on 2012 U.S. London Team with First Place Finish Wearing Skechers GOrun at Houston Trials**

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](http://www.skechersusa.com) (NYSE:SKX) announced that elite runner and 2004 silver medalist Meb Keflezighi will be joining the U.S. Team in London after finishing first and setting a new personal record of 2:09:08 at the 2012 Houston Trials today. Wearing Skechers GOrun racing footwear, Meb surpassed his 2011 New York Marathon time of 2:09:13.

Meb Keflezighi pulls ahead of the pack wearing Skechers GOrun racing footwear at the Houston Trials. (Photo: Business Wire)

"I am incredibly excited and proud to be representing the United States in London next summer," began Keflezighi. "And to come in first while setting a new PR at the

Trials is icing on the cake. New York was only 69 days ago and in that short time I did what I could to maintain focus on today's race while training at high altitudes in my Skechers GOrun racing shoes. With two PRs in just over three months it's clear that SKECHERS' mid-foot strike technology has made a positive impact on my stride. I'm running more efficiently than I have my entire life."

Skechers GOrun is an innovative new minimalistic lightweight running line featuring revolutionary mid-foot strike technology and GOimpulse sensors for enhanced sensory feedback. Meb has provided SKECHERS with expert insight by testing and consulting on the design of Skechers GOrun as well as other high-performance product currently in development. And he will be wearing exclusive Skechers GOrun racing shoes specially designed for the premiere event when he competes for gold in London on August 12, 2012.

"We congratulate Meb on his fantastic performance in Houston today and look forward to being there with him on the global stage in London next summer. When a world-class athlete like Meb continues to improve his race wearing SKECHERS performance footwear, it solidifies our position as an emerging force in the running world," said SKECHERS president Michael Greenberg. "Meb is a great inspiration and he illustrates to runners of all levels that it's possible to achieve great success by training and competing in our new minimalistic, extremely flexible, responsive, lightweight footwear."

Skechers GOrun is available in sporting goods, department and specialty athletic stores, and SKECHERS 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, 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](http://www.skechers.com), and follow us on Facebook (<https://www.facebook.com/SKECHERS>) and Twitter ([twitter.com/SKECHERSUSA](https://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, 2010 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=50133645&lang=en>

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