

June 25, 2012



Skechers GOrun Named Most Innovative

Official Shoe of Top U.S. Marathoner Meb Keflezighi Receives Multiple Accolades from Running Press

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE: SKX), a global leader in the footwear industry, today announced that its groundbreaking Skechers GOrun performance footwear received Most Innovative accolades from two major running magazines. The "2012 Spring Shoe Review" in the April issue of *Competitor* named Skechers GOrun the Editor's Pick for Most Innovative new running shoe. And the May/June issue of *Women's Running* declared Skechers GOrun a "Most Innovative Award Winner."

Elite distance runner Meb Keflezighi trains in Mammoth Lakes, California wearing Skechers GOrun performance footwear. (Photo: Business Wire)

"After investing three years of research and development into Skechers GOrun,

we're honored that the serious running community is recognizing the design of our first performance shoe as pioneering in this technical and elite world," began Michael Greenberg, president of SKECHERS. "In the months ahead, our new Skechers Performance Division will leverage these innovations as a foundation for an expanded collection of products that will meet the needs of athletes at various skill and ability levels across multiple sports and activities."

Skechers GOrun is the official shoe of America's top marathon runner, Meb Keflezighi. Meb wore the shoes when setting new personal records as the first American to cross the finish line in the 2011 NYC Marathon and when winning the 2012 Houston Trials. Meb will once again be wearing Skechers GOrun footwear when he represents the United States on the world's biggest stage in London this summer.

SKECHERS is building on its success in minimal running with launches this summer of Skechers GOrun Ride – a running line with enhanced cushioning, Skechers GOtrain – a workout shoe built for added stability and control, and Skechers GOBionic – a zero-drop ultra-minimal running shoe. With these new lines, the Skechers Performance Division will equip athletes from the track to the gym, with additional categories planned for the trail and golf course.

Designed by the Company's Advanced Concepts Team with consultation by elite runners like Meb, Skechers GOrun promotes a mid-foot strike and features GOimpulse sensors for a flexible and responsive running experience. The minimalistic line has a low 4mm heel drop and with Resalyte™ cushioning weighs in 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.

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. 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 Brazil, Canada, 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 the Company's Form 10-K for the year ended December 31, 2011 and its Form 10-Q for the quarter ended March 31, 2012. 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 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=50321040&lang=en>

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Source: SKECHERS USA, Inc.