

August 9, 2012



SKECHERS Signs Nickelodeon as Presenting Sponsor for Pier to Pier Friendship Walk

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in lifestyle product and innovator of performance footwear, today announced that Nickelodeon will serve as presenting sponsor for the [SKECHERS Pier to Pier Friendship Walk](#). The annual event, held this year on October 28, raises funds for The Friendship Circle to support children with special needs, as well as educational foundations to ensure the quality of public schools.

SKECHERS president Michael Greenberg with Denise Austin, Brooke Burke-Charvet and Tommy Lasorda (Photo: Business Wire)

“As America’s top kids’ footwear brand, we’re thrilled to be partnering with a

name that’s world famous in kids’ entertainment,” said Michael Greenberg, president of SKECHERS. “Nickelodeon is known to bring joy and laughter into so many families’ homes – and it brings a huge level of clout and attention to our already popular event. With the association of Nickelodeon, you can bet that this event will be bringing much more awareness to these very important causes and will impact more children than ever.”

“Nickelodeon puts kids first in everything we do, which is why we are thrilled to partner with SKECHERS for their Pier to Pier Friendship Walk, supporting remarkable organizations that provide support for kids with special needs and their families, and improved educational offerings for public schools,” said Jim Perry, Head of Sales, Nickelodeon Group.

The SKECHERS Pier to Pier Walk will feature celebrity appearances by *Dancing with the Stars*’ Brooke Burke-Charvet, Hall of Fame baseball legend Tommy Lasorda and fitness enthusiast Denise Austin. Since its 2009 launch, the walk has raised \$1.2 million to help retain vital educational curricula, maintain smaller class sizes, upgrade technology and preserve high-quality programs, as well as support The Friendship Circle (www.gotfriends.com) – an organization that nurtures, inspires and includes children and young adults with special needs and their families through friendships with teen volunteers, valuable programs and events in their community.

In addition to Nickelodeon, the SKECHERS Pier to Pier Friendship Walk thanks its sponsors Wells Fargo, True Religion, Michael Stars, Kids Foot Locker, Ross, Body Glove, Marshalls, Chevron, Fresh Brothers, Union Bank, Equinox, Premier Displays and Exhibits, Viva International Group, Adjmi Apparel Group, Bel Air Investments, Dabsan International, Marc Steven Leather, O’Melveny & Myers, United Legwear and countless others who have provided funds and support to making a difference in children’s lives. For more information about the SKECHERS Pier to Pier Friendship Walk, please visit www.skechersfriendshipwalk.com.

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 (<https://twitter.com/SKECHERSUSA>).

ABOUT NICKELODEON

Nickelodeon, now in its 33rd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in 100 million households and has been the number-one-rated basic cable network for 17 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: [VIA](#), [VIAB](#)).

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 annual report on Form 10-K for the year ended December 31, 2011 and its quarterly report on Form 10-Q for the three months ended June 30, 2012. The risks included here are not exhaustive. SKECHERS and Nickelodeon operate 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=50370142&lang=en>

SKECHERS USA, Inc.

Jennifer Clay

310.937.1326

Source: SKECHERS USA, Inc.