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SKECHERS Super Bowl Weekend Commercial to Star Legendary 49ers Joe Montana and Ronnie Lott

NFL Football Icons to Promote the Company's Relaxed Fit Footwear Collection

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX) today announced that the Company's [second commercial](#) airing Super Bowl weekend will feature two of the greatest 49ers players to ever grace the gridiron: Hall of Fame quarterback Joe Montana and Hall of Fame safety Ronnie Lott. Premiering Saturday, February 2 on ESPN2's College All-Star Challenge, and again on Super Bowl Sunday with an abbreviated spot during the second quarter, the Skechers Relaxed Fit commercial uses humor to showcase how Montana stays cool under pressure wearing Relaxed Fit footwear.

Joe Montana appears in the SKECHERS Relaxed Fit commercial debuting Super Bowl weekend. (Photo: Business Wire)

Launching the day before the San Francisco 49ers take on the Baltimore

Ravens in Super Bowl XLVII, the new commercial will reunite the legendary Hall of Famers on-screen in a humorous spot that highlights Relaxed Fit's memory foam footbed, roomier fit and instant comfort.

"Relaxed Fit gives guys the perfect combination in their footwear: incredibly comfortable shoes that look great in any setting. So we thought, let's give them what they want with football legends delivering some old-school physical comedy," said Michael Greenberg, president of SKECHERS. "Working with two of the greatest players of all time was amazing, and the fact that their former team will be playing in the Super Bowl this weekend makes it all the sweeter."

The new spot is the latest in a series of Relaxed Fit ads that star America's sports icons; previous commercials have featured Montana, legendary Hall of Fame Los Angeles Dodgers Manager Tommy Lasorda, and Dallas Mavericks owner Mark Cuban. A natural extension of relaxed fit jeans, Relaxed Fit footwear has fast become one of SKECHERS' most successful men's footwear collections and will soon expand into women's footwear.

SKECHERS will also debut a commercial during the second quarter of Sunday's Super Bowl for the Company's new performance running shoes, [Skechers GOrun 2](#).

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE: SKX), 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 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 September 30, 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.

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