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New SKECHERS Super Bowl Ad Launches Early

Footwear company releases Skechers GOrun 2 ad starring the world's fastest land animal

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Following in the footsteps of an adorable French Bulldog named Mr. Quiggly that wore Skechers GOrun footwear during last year's Super Bowl, SKECHERS USA, Inc. (NYSE:SKX) today released the first commercial for Skechers GOrun 2 performance footwear, which will premiere on TV during SUPER BOWL XLVII. Fans can now get a [sneak peek](#) of the ad ahead of the 100-million-strong audience for Sunday's game.

Man befriends Gazelle in the Skechers GOrun 2 Super Bowl commercial
(Photo: Business Wire)

This year, a fast cat is center stage in a spot that again uses humor and animals to

illustrate the speed of Skechers GOrun 2 performance running footwear. The ad is slated to air after the two-minute warning of the first half. (Watch now at <http://youtube.com/skechersperformance>)

A brief [teaser](#) for the Skechers GOrun 2 ad was released on YouTube last week, generating early buzz with nearly 300,000 views. And on Wednesday, *Bleacher Report* placed the ad at No. 2 in its "Super Bowl Commercials: 2013 Power Ranking." SKECHERS continues to leverage the power of social media with a Facebook sweepstakes tied to the campaign that promotes both the ad and Skechers Performance product.

The 2013 Super Bowl campaign, which also includes a [Joe Montana](#) SKECHERS Relaxed Fit ad, marks SKECHERS' fourth consecutive year of commercials on the world's biggest advertising platform. In 2010, the Company first utilized the star power of Joe Montana to launch its fitness division, and then followed up in 2011 with Kim Kardashian in the Company's fitness footwear. Basketball and business icon Mark Cuban joined the adorable Mr. Quiggly in 2012 for SKECHERS' most successful Super Bowl campaign thus far—ranking third on the *USA Today* Ad Meter.

For more information about the Skechers Performance Division, visit skechersperformance.com and follow us on Facebook (<https://www.facebook.com/SkechersPerformance>) and Twitter (<https://twitter.com/skechersGO>).

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 (<https://www.facebook.com/SKECHERS>) and Twitter (<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 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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Source: SKECHERS USA, Inc.