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Joe Montana and Mark Cuban Extend Contracts With SKECHERS

Football Legend and Billionaire Entrepreneur Will Continue to Appear in Relaxed Fit® Footwear Campaigns

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX) announces that two of its veteran all-stars will remain on the team representing the high-performing men's Relaxed Fit® from SKECHERS footwear line. Hall of Fame quarterback Joe Montana and billionaire entrepreneur Mark Cuban will be seen in humorous campaigns throughout this holiday season.

Joe Montana in SKECHERS Relaxed Fit footwear (Photo: Business Wire)

Joe Montana, now signed through 2015, takes a trip to the boardwalk in his recently wrapped SKECHERS TV ad that hits the airwaves in Spring 2014. Montana's daughter

Elizabeth also appears in the campaign alongside her famous father. "It's great to carry on this relationship and I know I can keep delivering for the team," said Montana, who began his partnership with SKECHERS in 2010. "It was a fun experience working with my daughter on set, and I think people will love how the finished campaign turned out. Relaxed Fit footwear is comfortable and classic—I love these shoes!"

Now an integral member of the SKECHERS team, Montana constantly impresses with his unrelenting talent and ability to stay totally relaxed under pressure—something he illustrated stopping a crime-in-progress in his currently airing Relaxed Fit TV spot.

Renowned for owning the Dallas Mavericks and his role as a Shark on ABC's *Shark Tank*, Mark Cuban proved his value to the team in his humorous Relaxed Fit footwear commercial about skinny jeans. On his contract extension through 2014 Cuban noted, "I always stick with brands I love, so I'm excited to be on this team for another year."

"It's thanks to Joe's elite status and Mark's outrageous personality that we've been able to reach men who are looking for comfortable and casual footwear," said Michael Greenberg, president of SKECHERS. "Relaxed Fit from SKECHERS has been a huge success for us, so keeping Joe and Mark on board was a no-brainer. They're both an integral component of our plans moving forward."

Relaxed Fit from SKECHERS footwear offers fashionable appeal with a spacious design that features a roomier fit, a unique Skechers Memory Foam footbed and instant comfort. The men's footwear line is available in SKECHERS retail stores as well as department and footwear stores around the globe.

About SKECHERS USA, Inc.

SKECHERS USA, Inc., based in Manhattan Beach, California, designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as

performance footwear for men and women. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company's international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. For more information, please visit www.skechers.com, and follow us on Facebook (www.facebook.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, without limitation, the Company's future financial results and operations, its development of new products, future demand for its products and growth opportunities, and its planned advertising and marketing initiatives. Forward-looking statements can be identified by 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; 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, 2012 and its quarterly report on Form 10-Q for the three months ended September 30, 2013. 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.

SKECHERS USA, Inc.
Jennifer Clay, 310-937-1326

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