

January 28, 2010



SKECHERS Donates \$100,000 and Product to Haiti Earthquake Relief Efforts

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that the Company is donating \$100,000 to Haiti earthquake relief efforts as well as 5,000 pairs of shoes to the people of Haiti. SKECHERS employees also are raising funds for various charities operating on relief efforts for victims of the tragic earthquake in Haiti.

Specifically, SKECHERS donated \$50,000 each to Doctors without Borders and Save the Children - two charities deeply involved in delivering aid to the devastated nation. And the Company has also delivered 5,000 pairs of shoes to Soles 4 Souls, a charity that distributes new and lightly worn footwear to those who need it most.

"SKECHERS has become a brand known around the world, and as a member of the global community, it's essential that we assist those in need in times of great tragedy," began Michael Greenberg, president of SKECHERS. "The level of devastation in Haiti is beyond comprehension. We hope that our contribution of money and footwear will make a difference, and we encourage individuals and companies to join in the efforts to help the people of Haiti by giving, giving, giving."

Greenberg continued: "The SKECHERS team of employees acts very much like a family, always willing to lend a hand to a colleague. I am proud that so many members of our team came together to raise money - in the United States and abroad. Thousands of dollars have also been donated by our employees for several charities working on relief efforts in Haiti."

SKECHERS carries a strong record when it comes to charity response to major natural disasters. The Company donated and raised cash for victims of the Indian Ocean Tsunami in 2004 and Hurricane Katrina in 2005. And SKECHERS contributes product when appropriate, most notably to victims of the 2007 California Wildfires.

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, as well as under several uniquely branded names. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, as well as in over 100 countries and territories through the Company's global network of distributors and subsidiaries in Canada, Brazil, Chile, and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com.

ABOUT DOCTORS WITHOUT BORDERS

Doctors Without Borders / Medecins Sans Frontieres (MSF) is an international independent medical humanitarian organization that delivers emergency aid to people affected by armed

conflict, epidemics, natural and man-made disasters, and exclusion from health care in nearly 70 countries. A private, non-profit organization, Doctors Without Borders was founded in 1971 as the first non-governmental organization to both provide emergency medical assistance and bear witness publicly to the plight of people it assists.

ABOUT SAVE THE CHILDREN

[Save the Children](#) is the leading, independent organization that creates lasting change for children in need in the United States and around the world. Save the Children USA is a member of the International Save the Children Alliance, a global network of 29 independent Save the Children organizations working to ensure the well-being and protection of children in more than 120 countries.

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 global economic slowdown and the ongoing financial crisis and market instability; 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, 2008 and the Company's Form 10-Q for the quarter ended September 30, 2009. 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 Company cannot predict all such risk factors, nor can the Company assess the impact of all such risk factors on the business 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.

Source: SKECHERS USA, Inc.