

June 8, 2010



# Sneak Preview DVDs of New Animated Kids' Television Series Zevo-3 to Be Distributed in SKECHERS Shoe Boxes

Footwear Company To Support SKECHERS Entertainment TV Debut with Giveaways in One Million Kids Shoe Boxes

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in lifestyle footwear, today announced that it is supporting SKECHERS Entertainment's new animated kids' television series Zevo-3 with a promotional sneak peek DVD insert in one million shoe boxes for back-to-school. The powerful push will set the stage for Zevo-3's series premiere on Nicktoons this fall.

"We will leverage the marketing and promotional power of the SKECHERS brand at retail to raise the visibility of Zevo-3 in a truly impactful way," said Kristen Van Cott, Vice President of Creative Development for SKECHERS Entertainment. "This promotion will generate brand awareness among the exact audience we need to reach. We are confident this will result in enhanced viewership once the series takes to the airwaves."

What originated as a comic book promotion has evolved into a dynamic new comedy-action/adventure 2D animated series with 3D CGI effects. Zevo-3 (26 x 22) combines teen angst with superhero adventures and a healthy dose of humor to create a fresh entertainment property for kids.

In a city divided between old and new, between order and chaos, between truth and lies, Zevo-3's young teen heroes suddenly are given powers they never asked for and are caught up in a conflict that started decades earlier. With their DNA changed in an instant by the Zevo compound, Jason (Z-Strap), Ellie (Elastika) and Matt (Kewl Breeze) discover that their superhero status has its ups and downs. What teenager wouldn't want to have cool super powers? But with those powers come some very grown-up responsibilities, like battling the evil villain Stankfoot, whose army of genetically altered freaks and monsters threatens their city, their lives, and their world. Being a teenager just got a lot more complicated.

Marketing support for Zevo-3 also includes the pre-premiere launch of a Zevo-3 website, [www.zevo-3.com](http://www.zevo-3.com). The interactive web site will include the Zevo-3 trailer, play games and information about the cast of characters.

Zevo-3 is a SKECHERS Entertainment production in association with Moonscoop. Kristen Van Cott and Elizabeth Daro are co-executive producers. The show is based on characters created by John Masse.

SKECHERS Entertainment: Established in 2009, Skechers Entertainment creates and markets quality programming for children of all ages across a wide range of platforms including television and DVD. Currently producing the animated television series Zevo-3, which will premiere this Fall in the U.S. on Nicktoons, Skechers Entertainment has a

development docket including additional animated series as well as Direct-To-Video movies.

Based in Manhattan Beach, California, SKECHERS USA, Inc. 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. Please visit [www.skechers.com](http://www.skechers.com).

Moonscoop Group: A leading worldwide production, distribution, brand management and entertainment company, Moonscoop focuses on producing original projects and building brands with international appeal and longevity. It is the world's most prolific animation producer, producing many hours of original programming from its offices in the US and France. The company consists of some of the finest animation producers worldwide, complimented by a digital media arm which is heavily invested in launching new youth-oriented distribution channels on new media platforms such as IPTV, Mobile and Video On Demand (VOD). Moonscoop also features award-winning TV Distribution and Consumer Products divisions which help to bring the best-loved animated creations to global television and retail markets. For more information, visit [www.moonscoop.com](http://www.moonscoop.com).

#### About Nicktoons

Nicktoons is the fastest growing kids' network\* and offers programming such as Fantastic Four: The World's Greatest Heroes, Iron Man: Armored Adventures, Wolverine and The X-Men and Speed Racer: The Next Generation, as well as a roster of hits that have defined kids' and animation lovers' TV, including Avatar: The Last Airbender, Invader Zim, Danny Phantom, SpongeBob SquarePants, The Fairly OddParents and The Adventures of Jimmy Neutron, Boy Genius. Nicktoons currently reaches 57 million homes via cable, digital cable and satellite, and can be seen on Cablevision, Charter Communications, Comcast Cable, Cox Communications, DirecTV, DISH Network and Time Warner Cable. Nicktoons and all related titles and logos are property of Viacom, Inc. For more information, visit <http://www.nickpress.com>. \*Nicktoons is the number-one fastest growing kids network with Kids 2-11 and Boys 2-11 in 2009 (Source: Nielsen Media Research, 12/29/08-12/27/09 vs. 12/31/07-12/28/08. Live + 7 Day AA%.)

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; 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 Skechers' Form 10-K for the year ended December 31, 2009. The risks included here are not exhaustive. Skechers operates in a very competitive and rapidly changing environment. New risks emerge from time to time and Skechers cannot predict all such risk factors, nor can Skechers 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.