

January 5, 2012



SKECHERS Presents Iraq War Veteran and Hike for Heroes' Troy Yocum with More Than \$120,000 in Support of the Active Heroes Foundation

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](http://www.skechers.com) (NYSE:SKX), a global leader in the footwear industry, today announced that it raised more than \$120,000 for military families through its nationwide network of SKECHERS retail stores. The 2011 fundraising drive was in support of Iraq War veteran Troy Yocum's Hike for Heroes campaign, which raised awareness and funds for military families in need as the former soldier walked across America.



SKECHERS president Michael Greenberg presents Iraq War veteran and Hike for Heroes founder Troy Yocum with a donation check at the SKECHERS flagship store in Manhattan Beach, California. (Photo: Business Wire)

been informed about the donation opportunity in SKECHERS' retail stores."

"Troy Yocum is an inspiration to men and women of all ages," began Michael Greenberg, president of SKECHERS. "After bravely serving his country in Iraq, this selfless man is now devoting his life to helping the families of his fellow soldiers who risk their lives to protect our freedom. I was extremely moved by Troy's story, and felt compelled to help his cause through SKECHERS' vast network of retail stores. Our loyal customers felt inspired to make donations to Troy's campaign, and we're extremely proud that SKECHERS raised such a large amount of funds to support military families."

"I'm extremely grateful that SKECHERS stepped up to provide vast exposure to this important cause," began Troy Yocum, who was joined by his wife Mareike for part of his 7,880 mile journey. "Many military families in need will benefit from the donations made by the SKECHERS Foundation and SKECHERS customers across the country—many of whom may not have known about this cause if they hadn't

The SKECHERS Foundation will mark this fundraising achievement by presenting a \$122,285 check to Yocum for the Active Heroes charity foundation at the footwear company's flagship retail store in Manhattan Beach, Calif. on Thursday, January 5.

Since the Hike for Heroes campaign began in April 2010, Troy has raised more than a million dollars for the Active Heroes foundation. His journey will continue as long as U.S. military families require assistance. Troy and Mareike plan to hike another 1,500 miles in 2012 through National Forests and at special events from coast to coast, with the ultimate goal of raising \$5 million to directly benefit military families in need.

SKECHERS has a long history of supporting and leading charitable efforts around the globe. The annual SKECHERS Pier to Pier Friendship Walk benefits children with special needs and education. In addition, the Company's BOBS from SKECHERS footwear line donates a pair of new shoes to a child in need for every pair of BOBS sold.

ABOUT THE SKECHERS FOUNDATION

The SKECHERS Foundation was established to provide families around the world with the necessities and skills to succeed in life. In addition to organizing the SKECHERS Pier to Pier Friendship Walk, the SKECHERS Foundation funds tax-exempt, 501(c)(3) nonprofit organizations that provide education and job training, shoes, clothing, fitness and nutrition guidance to communities in need.

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, and over 100 countries and territories through the Company's global network of distributors and subsidiaries in Canada, Brazil, 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 SKECHERS' Form 10-K for the year ended December 31, 2011 and its Form 10-Q for the quarter ended September 30, 2011. 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50124578&lang=en>

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