

February 28, 2012



SKECHERS Foundation Donates More Than \$480,000 to Children with Special Needs and Education

The SKECHERS Pier to Pier Friendship Walk Presented by Kids Foot Locker Changes Kids' Lives by Funding Programs, Classes and More

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- The SKECHERS Foundation, an organization that was founded to provide families around the world with the necessities and skills to succeed in life, celebrated its most impactful SKECHERS Pier to Pier Friendship Walk by donating \$209,000 to the Friendship Circle for children with special needs and more than \$280,000 to six Southern California education foundations. The donations were the largest made by the Foundation and were the result of dozens of corporate sponsors, including presenting sponsor Kids Foot Locker, and thousands of walkers who united for the SKECHERS Friendship Walk in October 2011.



SKECHERS president Michael Greenberg presents a \$209,000 donation to the Friendship Circle, a non-profit organization dedicated to making a dramatic difference in the lives of children and young adults with special needs. (Photo: Business Wire)

Because of them, our kids now have more opportunities than what would have been possible without this walk. And we've shown that we're not dependent on our economy or our state's budget to make a real impact. I'm extremely proud of what we've created here, and to be part of a community with such great love for our kids."

The SKECHERS Pier to Pier Friendship Walk is now the Southern California's largest annual donor event for children with special needs and local schools. Along with the Friendship Circle, the funds will directly benefit Manhattan Beach, Hermosa Beach, Redondo Beach, El Segundo, Palos Verdes Peninsula and Torrance schools.

SKECHERS President Michael Greenberg expressed his gratitude during a formal check presentation ceremony on February 16 at SKECHERS' corporate headquarters in Manhattan Beach: "Our sponsors have done something incredible – gathering our friends, families and neighbors so we can change the lives of our children.

The SKECHERS Pier to Pier Friendship Walk thanks its presenter Kids Foot Locker and sponsors Wells Fargo, Ross, Premier Displays and Exhibits, Body Glove, Marshalls, Chevron, Waste Management, Equinox and countless others who have provided funds and support to making a difference in children's lives.

For more information about the SKECHERS Pier to Pier Friendship Walk and the SKECHERS Foundation, please visit <http://www.skechersfriendshipwalk.com>.

ABOUT SKECHERS Foundation

A SKECHERS organization, the SKECHERS Foundation funds tax-exempt, 501(c)(3) nonprofit charities that provide education and job training, shoes, clothing, fitness and nutrition guidance to communities in need. The SKECHERS Foundation also develops community and afterschool programs for local students, including classes with SKECHERS shoe designers held at the SKECHERS corporate headquarters in Manhattan Beach.

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 <http://www.skechers.com>, and follow us on Facebook (<https://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, 2010 and its Form 10-Q for the quarter ended September 30, 2011. 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

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=50184674&lang=en>

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