

October 1, 2012

SKECHERS

SKECHERS and Joe Montana Team Up for Relaxed Fit® Footwear Commercial

Montana Joins Mark Cuban and Tommy Lasorda in Global Launch of the New Brand

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE: SKX), a global leader in lifestyle product and innovator of performance footwear, announced that the Company has reunited with Hall of Fame quarterback Joe Montana to shoot its second commercial for Relaxed Fit® from SKECHERS. Montana's spot will follow Mark Cuban's televised launch of the brand today, and will be followed by Tommy Lasorda's own unique Relaxed Fit® commercial in 2013, as part of a triple sport celebrity campaign for the new men's comfort footwear collection.



Joe Montana on set at his SKECHERS Relaxed Fit(R) commercial shoot.

“In the world of professional football, there’s always a lot of madness, on and off the field,” said Joe Montana. “And when you’re under pressure, the best solution is always to relax and keep your cool. That’s what these Relaxed Fit shoes feel like. They’re so comfortable, you can feel better in them no matter what the world throws at you.”

“Joe’s an American legend representing a very American concept: relaxed casuals that look and feel good,” said Michael Greenberg, president of SKECHERS. “Together with Mark Cuban and Tommy Lasorda, we’re thrilled to have this ‘triple threat’ of sports icons telling the world about Relaxed Fit footwear.”

Designed to reflect their unique personalities and showcase Relaxed Fit footwear as a natural extension of relaxed fit jeans, Montana’s, Cuban’s and Lasorda’s Relaxed Fit television spots are part of a global multi-platform agreement which includes print, in-store, online and social media. The consecutive campaigns will highlight Relaxed Fit’s fashionable appeal and spacious, comfortable features

such as its roomy fit, memory foam insole and breathable materials.

Relaxed Fit from SKECHERS is Joe Montana’s second endorsement for the SKECHERS

brand; the football legend previously had a two-year relationship with the Company, and was a part of SKECHERS' first Super Bowl campaign in 2010.

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. 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 Brazil, Canada, 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 the Company's annual report on Form 10-K for the year ended December 31, 2011 and its quarterly report on Form 10-Q for the three months ended June 30, 2012. 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=50425035&lang=en>

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Source: SKECHERS USA, Inc.