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# SKECHERS Pier to Pier Friendship Walk Receives Two “Best Charity Event” Awards

***Annual Charity Event Supporting Children with Special Needs and Education Proves to be the Best in the South Bay***

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- The SKECHERS Foundation announced today that the SKECHERS Pier to Pier Friendship Walk has been recognized by two separate entities for its achievements over the past four years. The Walk has raised more than \$1.9 million to provide programs for children with Autism, Down Syndrome and other developmental disorders. The funds have also provided support for public education systems, affecting over 60,000 students.



Thousands of community members participate in the annual SKECHERS Pier to Pier Friendship Walk (Photo: Business Wire)

*Southbay* magazine awarded the walk with “Best Charity Event” as part of their 2013 Locals’ Choice Awards. With over 250 businesses nominated, the South Bay’s community of active readers and digital users gave the walk this prestigious honor. *Southbay* magazine features the walk in their summer issue on newsstands now through August. The popular magazine’s fall publication will also be featuring the

friendships behind the walk, showcasing the children and teens who inspired the charity event.

SKECHERS Pier to Pier Friendship Walk was also nominated and awarded “Best Charity” by the Manhattan Beach Chamber of Commerce in its first annual “Best of Manhattan Beach Awards.” The inaugural awards dinner brought together community leaders to spotlight innovation and excellence while recognizing and honoring the best and brightest of Manhattan Beach.

“It’s remarkable to see the increase in participation and the overall effect that the SKECHERS Pier to Pier Friendship Walk has had on the lives of so many children and their families,” said Michael Greenberg, president of SKECHERS. “Children with special needs are no longer sitting on the sidelines and school programs are improving. I’m extremely grateful to our supporters and sponsors that have helped us do this great work. The continued commitment from this amazing community makes all the difference, and we look forward to another great event this year!”

The fifth annual SKECHERS Pier to Pier Friendship Walk will be held on October 27 at the Manhattan Beach Pier.

From the awards received, to the globally recognized sponsors such as Nickelodeon, Zappos.com, Ross, Foot Locker, Body Glove, Chevron, Marshalls, Wells Fargo and DirecTV, the SKECHERS Pier to Pier Friendship Walk has proven to be a success. The walk has helped retain vital educational curricula, maintained smaller class sizes, upgraded technology and preserved high-quality programs, as well as supported Friendship Circle ([www.gotfriends.com](http://www.gotfriends.com)) – an organization that nurtures, inspires and includes children and young adults with special needs and their families through friendships with teen volunteers, valuable programs and events in their community.

The efforts set forth, and the support from the community, sponsors, and walkers contribute to the many reasons why the SKECHERS Pier to Pier Friendship Walk has quickly become one of the largest and best charity events in the South Bay.

For more information about the SKECHERS Pier to Pier Friendship Walk, please visit [www.skechersfriendshipwalk.com](http://www.skechersfriendshipwalk.com).

The Friendship Circle is a non-profit organization that assists children with special needs and their families through one-on-one peer mentoring and social recreational programming ([www.gotfriends.com](http://www.gotfriends.com)).

#### ABOUT 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 producing 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. (NYSE:SKX), 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, and across Europe, as well as through joint ventures in Asia. For more information, please visit [www.skechers.com](http://www.skechers.com), and follow us on Facebook ([www.facebook.com/SKECHERS](http://www.facebook.com/SKECHERS)) and Twitter ([twitter.com/SKECHERSUSA](http://twitter.com/SKECHERSUSA)).

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