

For Immediate Release

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SKECHERS EXPANDS LICENSING IN AUSTRALIA AND NEW ZEALAND

MANHATTAN BEACH, Calif. – June 30, 2010 – SKECHERS USA, Inc. (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that it has appointed Newman International Group as a licensing agent partner in Australia and New Zealand. Operating as a full-service brand management agency, Newman International Group will source new licensees to produce SKECHERS-branded products in the Australia and New Zealand markets.

Building on SKECHERS' licensing merchandise in the United States, including backpacks, leather goods, children's apparel and socks, Newman International Group will seek out new licensing opportunities for men's, women's and children's products. Key expansion categories include SKECHERS-branded apparel, fashion accessories, eyewear, hosiery, sporting goods, bags, backpacks and luggage.

"Newman International Group has decades of experience and proven expertise in all areas of consumer product licensing," said Michael Greenberg, president of SKECHERS. "We are thrilled to partner with their international team and expand our current programs in Australia and New Zealand, two of the original countries to offer SKECHERS footwear, into exciting new product categories."

"We feel honored and privileged to have been appointed as the licensing agent for SKECHERS in Australia and New Zealand," said Tony Newman, CEO of Newman International Group. "SKECHERS is a dynamic brand that has built a strong market share in Australia and New Zealand through their popular footwear brands. We are thrilled to extend their product line into new arenas and build upon their current success in this region."

In addition to Newman International Group, SKECHERS has partnered with licensees to produce a wide range of products including children's apparel, bags, sunglasses, legwear, medical scrubs and leather accessories. The Company is currently negotiating with additional licensees both domestic and abroad and continues to seek partnerships and opportunities that will bring the SKECHERS brand to new product segments around the globe.

About Newman International Group Pty Ltd.

Newman International Group is a full-service brand management agency that is responsible for licensing a prestigious portfolio of world renowned and local brands. Specializing in fashion labels and popular consumer brands, Newman International Group manages a

number of brands worldwide with operations in Australia, New Zealand and a special focus on Asian markets. Over the last twenty years, Newman International Group has developed expertise in all areas of consumer product licensing, product promotions and established strong relationships with brand owners, sub-agents, licensees, retailers, broadcasters, publishers and promotional partners. These strategic alliances have a global reach and include Europe and the UK, America, Asia and the Pacific. For more information, please visit www.newmaninternationalgroup.com.

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, 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. For more information, please visit www.skechers.com.

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 apparel, accessories, footwear and other merchandise 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 and SKECHERS' Form 10-Q for the quarter ended March 31, 2010. The risks included here are not exhaustive. SKECHERS and Newman International Group operate 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.