

For Immediate Release

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SKECHERS TO EXPAND LICENSING PROGRAM IN EUROPE

MANHATTAN BEACH, Calif. – July 21, 2010 – SKECHERS USA, Inc. (NYSE:SKX), a global leader in the lifestyle footwear industry, today announced that it has signed a licensing agreement with The Licensing Company (TLC). Under the agreement, TLC will seek out a wide variety of licensing opportunities for SKECHERS-branded men's, women's and kids' products in Europe. Key categories include apparel, fashion accessories, hosiery, bags, outerwear, sporting goods and luggage.

“SKECHERS has evolved into a dominant global footwear brand and we're excited to develop new product categories in the European market through a partnership with TLC,” said Michael Greenberg, president of SKECHERS. “The innovative team at TLC has exceptional expertise in this region, and we're confident that SKECHERS will reach an even higher level of success as we build upon our thriving shoe business in Europe.”

“SKECHERS is a powerful brand with an impressive business history, strong lifestyle appeal and loyal consumer following,” said Melvin Thomas, group CEO of TLC. “We're excited to build on SKECHERS' footwear initiatives in Europe with complimentary collections of fashion and lifestyle accessories.”

SKECHERS' current licensed products in the United States include children's apparel, bags, eyewear, legwear, medical scrubs and leather accessories. The Company is currently negotiating with additional licensees in the United States and around the world, and continues to seek partnerships and opportunities that will bring the SKECHERS brand to new product segments around the globe.

About The Licensing Company

Founded in 1996 in London, England, The Licensing Company (TLC) specializes in creating first class, long-term expansion programs for some of the world's leading brands. TLC has partnered with many notable global companies including Airwick, Bic, Jim Beam, Umbro, Cosmopolitan, Lysol, Jelly Belly, Perrier, Jeep, Michelin and Welch's. With offices in London, Paris, Munich, New York and Tokyo, TLC has an influential global presence. TLC has also secured a joint venture with Iconix Brand

Group to become their exclusive European partner. For more information please visit www.thelicensingcompany.com or www.iconixeurope.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 The Licensing Company 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.