

**PRESS RELEASE**

Colorado Department of Law  
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**FOR IMMEDIATE RELEASE**

May 16, 2012

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**ATTORNEY GENERAL ANNOUNCES \$45 MILLION MULTISTATE SETTLEMENT WITH THE  
MAKERS OF SKETCHERS FOOTWEAR TO ADDRESS MARKETING PRACTICES FOR  
ATHLETIC SHOES**

Colorado Attorney General John Suthers announced today that his office has joined 45 other state attorneys general and the Federal Trade Commission in entering a \$45 million settlement with Sketchers USA, Inc., the maker of Skechers footwear, to resolve allegations of deceptive trade practices.

According to the complaint, Sketchers made health-related claims in marketing and advertising its line of rocker-bottom shoe products, including Shape-ups, Tone-ups and the Skechers Resistance Runner, but could not substantiate the claims with competent and reliable scientific evidence. Sketchers did not admit to wrongdoing as part of the settlement, but agreed that its future advertisements would be supported by scientific evidence.

As part of the settlement, the participating states will each receive a portion of a \$5 million set-aside fund to support future consumer protection actions.

The remaining \$40 million will be placed into a consumer redress fund, which will be administered by the FTC. Consumers who believe they were misled by the advertising can file claims online at [www.ftc.gov/skechers](http://www.ftc.gov/skechers) or can call a toll-free number, 866-325-4186. Consumers affected by the settlement can expect to receive approximately \$20 for each pair of shoes purchased.