

# EXHIBIT B

[PART 1 OF 4]



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with Joe Montana  
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Women's Slip-Resistant  
Shape-ups for Work  
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**NOW VIEWING: SKECHERS Shape-ups with Joe Montana**

Joe Montana

**SKECHERS**  
Fitness Group  
**Shape-ups**

**DESIGNED TO HELP**

- BURN MORE CALORIES
- TONE MUSCLES
- IMPROVE POSTURE
- REDUCE STRESS ON BACK AND LEGS

**GET BACK IN THE GAME**

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**NOW VIEWING:** Shapeups XF and XT by **SKECHERS**

**SKECHERS**  
*Fitness Group*  
**Shape-ups**

**SHAPE-UP ANYWHERE!**

**DESIGNED TO HELP**

- BURN MORE CALORIES
- TIGHTEN MUSCLES
- IMPROVED POSTURE
- ALLEVIATE STRESS ON THE BACK AND LEGS

**SHAPE UP WHILE YOU WALK**  
Share your story at [MyShapeups.com](http://MyShapeups.com)

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Men's  
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**NOW VIEWING:** Women's Slip-Resistant Shape-ups for Work

**SKECHERS**  
Fitness Footwear

# Shape-ups

**SLIP RESISTANT**

**SHAPE UP WHILE YOU WORK**

Designed to help:

- Protect against slippery surfaces
- Tone muscles
- Improve posture
- Reduce joint stress
- Burn more calories

IMPROVES BLOOD CIRCULATION

IMPROVES POSTURE

STRENGTHENS THE BACK

TIGHTENS ABDOMINAL MUSCLES

TONES AND FIRMS THIGH MUSCLES

REDUCES KNEE JOINT STRESS

FIRMS CALF MUSCLES

Finest Feeling

Share your story at  
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**Men's**  
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**NOW VIEWING:** Men's Slip-Resistant Shape-ups for Work

**SKECHERS**  
Fitness Group

# Shape-ups

**SLIP RESISTANT**

**SHAPE UP WHILE YOU WORK**

**Designed to help:**

- Protect against slippery surfaces
- Tone muscles
- Improve posture
- Reduce joint stress
- Burn more calories

IMPROVES POSTURE

IMPROVES BLOOD CIRCULATION

STRENGTHENS AND FIRMS THE BACK MUSCLES

STRENGTHENS AND FIRMS THE LEG MUSCLES

STRENGTHENS AND FIRMS THE CALF MUSCLES

REDUCES KNEE JOINT STRESS

Reduces Posture

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**NOW VIEWING: SKECHERS Shape-ups ads cover the globe with Hall of Fame Quarterback Joe Montana**



**SKECHERS**  
Fitness Group  
**Shape-ups**  
**SHAPE UP WHILE YOU WALK**

**Designed to help:**

- Burn more calories
- Firm muscles
- Reduce joint stress



**Testimonial**

"I used to walk as if I had a lead in my shoes. Now, I can walk as long as I want to. I love the extra cushioning and the extra support. I love the extra cushioning and the extra support. I love the extra cushioning and the extra support."

— Joe Montana, Hall of Fame Quarterback



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**NOW VIEWING:** Women's Shape-ups by **SKECHERS**

**SKECHERS**  
Fitness Group

# Shape-ups

**SHAPE-UP ANYWHERE!**

**SHAPE UP WHILE YOU WALK**

APPROXIMATELY  
TIGHTENS THE BACK

APPROXIMATELY  
TIGHTENS THORACIC MUSCLES

APPROXIMATELY  
TIGHTENS THIGH MUSCLES

APPROXIMATELY  
TIGHTENS CALF MUSCLES

APPROXIMATELY  
TIGHTENS KNEE JOINT STRESS

**DESIGNED TO HELP**

- BURN MORE CALORIES
- TONE MUSCLES
- IMPROVE POSTURE

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**NOW VIEWING:** Women's Shape-ups XF by SKECHERS

**SKECHERS**  
Fitness Group

**Shape-ups**

**SHAPE-UP ANYWHERE!**

**DESIGNED TO HELP**

- BURN MORE CALORIES
- TONE MUSCLES
- IMPROVE POSTURE

**New**  
**XF**  
EXTENDED FITNESS  
LOWEST IMPACT

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**NOW VIEWING:** Men's Shape-ups by **SKECHERS**

*New From*  
**SKECHERS**  
*Fitness Footwear*

# Shape-ups

**SHAPE UP WHILE YOU WALK**

**Designed to:**

- Improve posture
- Strengthen and firm the back muscles
- Reduce stress on knee and ankle joints
- Burn calories

**Comments from Actual Shape-ups Wearers:**

"This is the most comfortable shoe I have ever put on. I feel myself standing up straighter and the amount of cushion and bounce in the sole is incredible."  
— Craig, Illinois

"Shape-ups really help my back feel better—ever after walking in the shoes daily, my muscles feel much stronger."  
— Rick, Arizona

"After performing a six week clinical trial testing the benefits of SKECHERS Shape-ups, I am confident in recommending them to patients to increase their low back endurance and improve gaital strength. Patients also benefited from weight loss and improved body composition."  
— Dr. Steve Gombas, California

**Get in Shape Without Setting Foot in a Gym.**

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**NOW VIEWING:** Shape-ups by **SKECHERS**



**Shape-ups**  
SHAPE UP WHILE YOU WALK

Designed to:

- Promote weight loss
- Tone muscles
- Improve posture
- Reduce stress on knees and ankles

Comments from Actual Shape-ups Wearers:

Get in Shape Without Setting Foot in a Gym

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**NOW VIEWING:** Women's Shape-ups by **SKECHERS**

New From  
**SKECHERS**  
Fitness Footwear

# Shape-ups

**SHAPE UP WHILE YOU WALK**

IMPROVES POSTURE  
IMPROVES BLOOD CIRCULATION  
STRENGTHENS THE BACK  
TIGHTENS ABDOMINAL MUSCLES  
FIRMS BUTTOCK MUSCLES  
FIRMS CALF MUSCLES  
REDUCES KNEE JOINT STRESS

Designed to:

- Promote weight loss
- Tone muscles
- Improve posture

Patent Pending

**Comments from Actual Shape-ups Wearers:**

"They are so nice to walk in and in fact really inspire you to walk by the way they propel you... they're very supportive and made really well... I don't know how I ever lived without them!"  
- Pam, Massachusetts

"I can stay on my feet longer (for work) and my legs are definitely more toned... they are very comfortable!"  
- Terry, Oklahoma

"After performing a six week clinical trial testing the benefits of SKECHERS Shape-ups, I am confident in recommending them to patients to increase their low back endurance and improve gait strength. Patients also benefited from weight loss and improved body composition."  
- Dr. Steve Gostreau, California

**Get in Shape Without Setting Foot in a Gym.**

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