

# EXHIBIT B



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with Joe Montana  
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Shape-ups by  
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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**

[myshapeups.com](http://myshapeups.com)

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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
- IMPROVE POSTURE
- ALLEVIATE STRESS ON BACK AND LEGS

**XF**

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

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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 Footing

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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 run as a track star - I was an athlete then, but now my body is in the past. Since I started walking in Shape-ups, I have noticed the improvement in my knee strength, and the pressure on my back and lower leg went away."

— Joe Montana, Hall of Fame Quarterback



Share your comeback story at  
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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  
TIGHTENING THE BACK

APPROXIMATELY  
TIGHTENING THE ANKLES

APPROXIMATELY  
TIGHTENING THE THIGH MUSCLES

APPROXIMATELY  
TIGHTENING THE CALF MUSCLES

APPROXIMATELY  
TIGHTENING THE KNEE JOINT

**DESIGNED TO HELP**

- BURN MORE CALORIES
- TONE MUSCLES
- IMPROVE POSTURE

Share your story at  
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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  
LOWERS KNEE PAIN

Share your story at  
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**SKECHERS Sport**



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

*New From*  
**SKECHERS**  
*Fitness Footwear*  
**Shape-ups**  
**SHAPE UP WHILE YOU WALK**

**IMPROVES POSTURE**  
**IMPROVES BLOOD CIRCULATION**  
**STRETCHES AND FIRMS THE BACK MUSCLES**  
**TIGHTENS ABDOMINAL MUSCLES**  
**TRAINS LEG MUSCLES**  
**TRAINS CALF MUSCLES**

**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.**  
Made in China

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 **SKECHERS Women's Wedges**  
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 **SKECHERS Women's Active Shoes**  
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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:**

"I've lost 10 pounds in 3 weeks wearing Shape-ups. I feel like I'm walking on clouds and my feet feel great. I love the way they look and feel. I'm a fan!" - Jennifer, 34

"I've lost 15 pounds in 4 weeks wearing Shape-ups. I feel like I'm walking on clouds and my feet feel great. I love the way they look and feel. I'm a fan!" - Sarah, 28

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

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**SKECHERS Women's Active Shoes**  
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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

**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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for Work  
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Wedges  
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Sneakers  
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**SKECHERS Men's**  
Casual Shoes  
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**SKECHERS Men's**  
Shoes  
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Shoes  
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Shoes  
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**NOW VIEWING:** Slip-Resistant Shape-ups for Work

**SKECHERS**  
Fitness Footwear  
**Shape-ups**  
**SLIP RESISTANT**  
**SHAPE UP WHILE YOU WORK**

Designed to:

- Promote weight loss
- Tone muscles
- Improve posture

**SKECHERS**  
SLIP-RESISTANT  
SHAPE-UPS

Get In Shape Without Setting Foot in a Gym.

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Wedges  
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Sneakers  
Shop this collection


**SKECHERS Men's**  
Casual Shoes  
Shop this collection

**SKECHERS Men's**  
Shoes  
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**SKECHERS Men's**  
Shoes  
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Shoes  
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**NOW VIEWING: SKECHERS Women's Shape-ups**



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

Designed to:

- Promote weight loss
- Tone muscles
- Improve posture



**SKECHERS**  
Fitness Footwear

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**SKECHERS Times Square Store**  
New York City, New York  
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**SKECHERS Shape-ups at Harrods**  
London, England  
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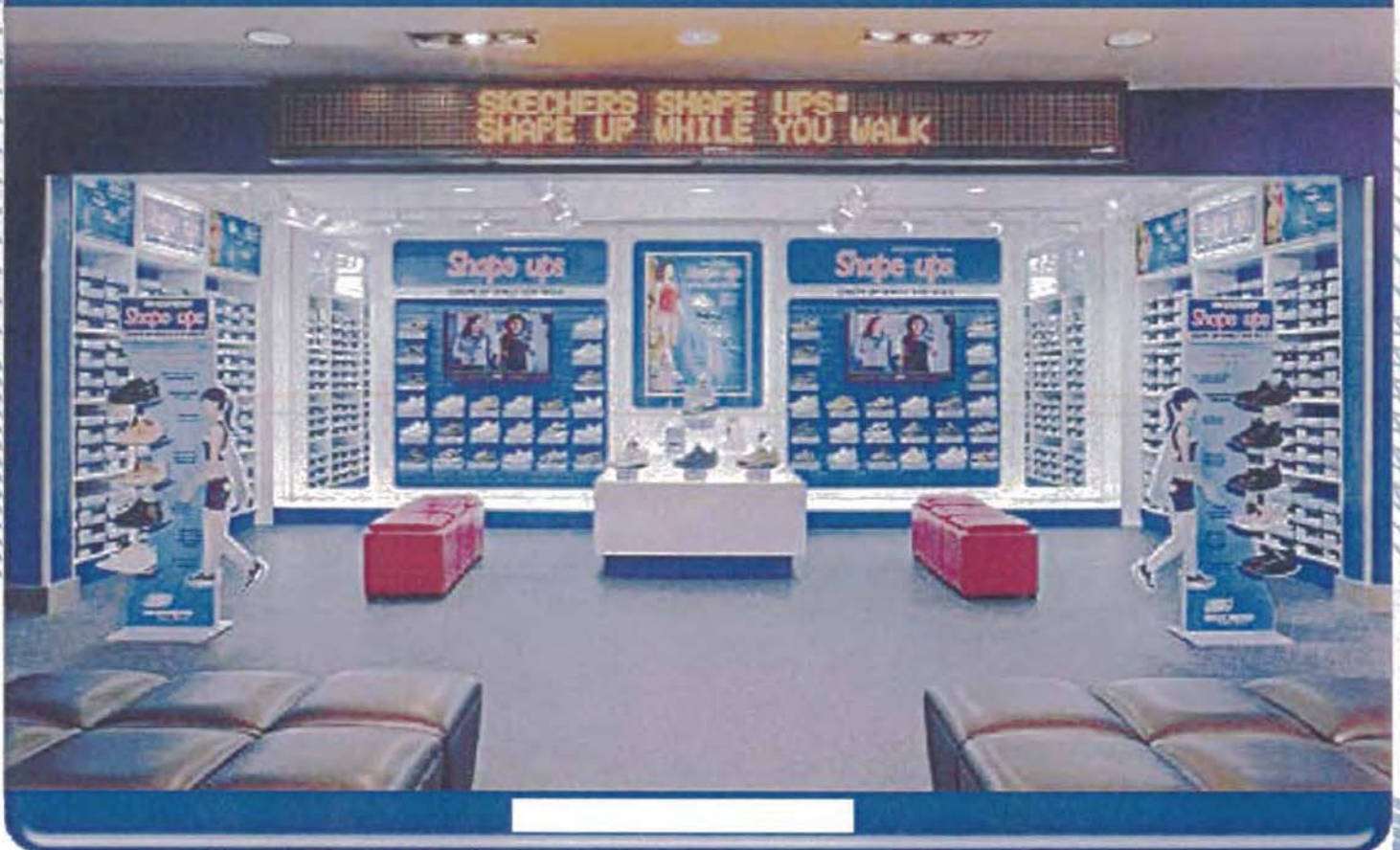
**SKECHERS Shape-ups at Harrods**  
London, England  
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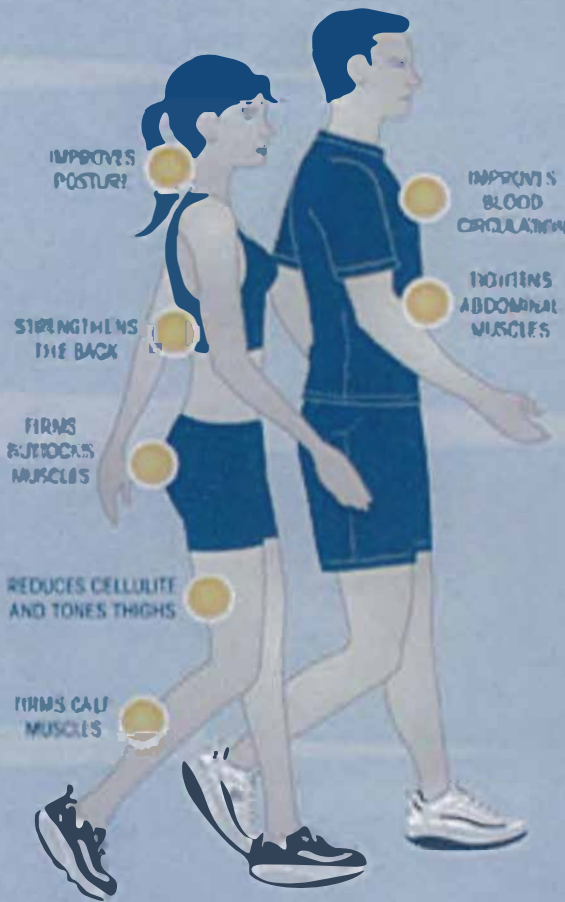
**SKECHERS Women's Footwear**  
on New York Buses  
[Shop this collection](#)



**NOW VIEWING: SKECHERS Times Square Store in New York City**



# CHANGE YOUR LIFE BY WALKING IN *Shape-ups*.



**SHAPE UP WHILE YOU WALK™**

Walking is a form of endurance exercise – which means it strengthens your heart, helps your lungs work more efficiently, and increases your stamina. Also a weight-bearing exercise, it helps strengthen your bones and muscles, and maintain joint flexibility.

Shape Ups™ are designed to enhance the benefits of walking by stimulating muscles not utilized with standard walking shoes. They also reduce the impact on joints by providing a more natural, forgiving walking surface. Walking on a soft surface may seem awkward at first, but your body will compensate by activating muscles in your legs, buttocks, back and stomach to control your body, resulting in improved coordination and posture, stronger muscles, and increased blood flow.

Shape Ups will have a positive impact on you physically. Regular use of Shape Ups help you sleep better and can play an important role in combating stress. It's as easy as walking in Shape Ups.



Joe Montana

**New From**

**SKECHERS**  
*Precision Group*

**Shape-ups**

**SHAPE UP WHILE YOU WALK**



Patented Purling

### Testimonial

"I spent 16 years on a football field – it was an amazing time, but also pushed my body to its limit. Since I started walking in Shape-ups, I have noticed an improvement in my core strength, and the pressure on my back and knees has eased."

— Joe Montana, Hall of Fame Quarterback



- IMPROVES POSTURE
- STRENGTHENS AND TONES BACK AND CORE MUSCLES
- IMPROVES BLOOD CIRCULATION
- STRENGTHENS AND TONES SHOULDER MUSCLES
- TONES GLUTE MUSCLES
- TONES LEG MUSCLES
- STRETCHES TIGHT JOINTS

Get in Shape Without Setting Foot in a Gym.



(US) V4 M-SRR SKY AD

run less. get more.  
JOIN THE **RESISTANCE**™



FEATURING

*Shape-ups.*

RESAMAX™ TECHNOLOGY

skechers

**SRR**  
RESISTANCE  
RUNNER™

**85%**

HELPS INCREASE  
POSTURAL MUSCLE  
ACTIVATION UP TO 85%

**71%**

HELPS INCREASE  
GLUTEUS MEDIUS MUSCLE  
ACTIVATION UP TO 71%

**68%**

HELPS INCREASE  
CALF MUSCLE  
ACTIVATION UP TO 68%

**13.2%**

HELPS BURN UP  
TO 13.2%  
MORE CALORIES

[www.JoinTheResistance.com](http://www.JoinTheResistance.com)

SK0010306

# TONERS™

- TONE THIGHS AND CALVES
- FIRM BUTTOCKS
- INCREASE CALORIE BURN

## Shape-ups

### BENEFITS

Designed to help women experience the power of kinetic toning all day, everywhere they go. Shape-ups Toners may help burn more calories, improve agility, strengthen calf and thigh muscles, firm your buttocks and increase general fitness, without an additional time commitment.

DESIGNED TO HELP:  
**ACTIVATE**  
 CALF MUSCLES | THIGH MUSCLES | BUTTOCK MUSCLES



THE EASY WAY TO ACTIVATE YOUR BODY'S POTENTIAL

#### Maximize Muscle Tone

Kinetic Toning Pods™ intensify activities by using resistance to help increase tone in your calves, thighs and buttocks, as well as activate other muscles in your body.

#### Empower Healthy Living

Wearing Shape-ups Toners to help elevate your body's activity level may lead to a complete cardiovascular, muscular and endurance workout, improved circulation and metabolism, as well as weight loss.

#### All Day Benefits

You can wear your Shape-ups Toners all day to increase their impact on your body. Wear them anywhere and everywhere to help improve your overall fitness.



### TECHNOLOGY

Experience the power of Kinetic Toning. Shape-ups Toners feature Kinetic Toning Pods™ that are designed to help sculpt your lower body by stimulating underused muscles when worn regularly.

Mouse over shoe to see what's inside:



Patent Pending

**TRAIN**

**DESIGNED TO HELP:**


- SCULPT AND TONE MUSCLES
- ENHANCE CORE STRENGTH
- BURN MORE CALORIES

**Tone-ups**


**BENEFITS**

Tone-ups Fitness includes technical features that provide you with the comfort and support needed to add more activity to your daily routine.


***Designed To Help:***



***Tone Thighs and Calves***



***Firm Buttocks***



***Burn More Calories***


**GET FIT WITH TONE-UPS FITNESS**

**EMPOWER HEALTHY LIVING**  
Leading an active lifestyle is the easiest way to increase your overall fitness.

**GET RESULTS**  
Walking regularly in Tone-ups Fitness can lead to increased calorie burn, firmer buttocks and more tone in thighs and calves.

**ALL-DAY WEAR**  
Tone-ups Fitness look great and can be worn by you anywhere and everywhere – providing the comfort and support needed to add more walking to your daily routine.

Mouse over shoe to see what's inside:



FLAT SIZE: 24.6" X25.6"

WOMENS TONE UPS BASIC 1 PIECE BOX-ART  
NAME OF DESIGN: WOMENS\_TONE\_UPS\_1 PIECE\_BOX\_PURPLE

