



# **NEWS RELEASE**

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OFFICE OF ATTORNEY GENERAL ALAN WILSON  
STATE OF SOUTH CAROLINA

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## **Attorney General Announces \$40 million Skechers USA Multi-State Consumer Settlement**

**COLUMBIA, SC -**

***AG Wilson says ‘Advertising Claims Must Walk the Walk, not just Talk the Talk.’***

Attorney General Alan Wilson announced that South Carolina joined with forty-three other states, the District of Columbia, and the Federal Trade Commission in settling causes of action against Skechers USA, Inc.

Skechers USA, Inc. has agreed to pay \$40 million in a national consumer settlement to settle complaints filed by the Wilson, other Attorneys General, and the FTC against the company’s unsupported advertising claims regarding the health benefits of its Shape-Ups, Tone-Ups, and Resistance Runner athletic shoes.

The complaints made by Wilson and others alleged that Skechers deceived customers with claims that “Shape-ups” would help people lose weight, and strengthen and tone their buttocks, legs and abdominal muscles.

“Advertising claims must walk the walk, not just talk the talk,” Wilson said.

“Hopefully, this settlement will send a clear message to manufacturers and retailers that false advertising claims are not welcome in South Carolina. Customers should also do their own research. If a product sounds too good to be true, often times it is.” Wilson continued.

Under the terms of the settlement, Skechers does not admit any wrongdoing and denies the factual allegations in the states’ complaint.

Consumers who bought Skechers’ Shape-Ups, Tone-Ups, or Resistance Runners will be eligible for refunds either directly from the FTC or by submitting a claim at [www.skecherssettlement.com](http://www.skecherssettlement.com).

For more information, consumers may call this toll-free national hotline, (866) 325-4186.