

December 3, 2013



# The Voice Winner Danielle Bradbery is the New Face of SKECHERS

## Global Agreement Launches with BOBS from Skechers Footwear Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Danielle Bradbery, the 17-year-old singing sensation and recent winner of Season 4 of NBC's *The Voice*, has been named the new face of SKECHERS, and will appear in the Company's global marketing and social media campaigns through 2015. Bradbery will make her first appearance in the Spring 2014 television and print ad campaign of charitable footwear line BOBS from SKECHERS, which recently passed its six-million-pair donation milestone.



Danielle Bradbery, winner of *The Voice* season 4, is the new face of BOBS from SKECHERS. (Photo: Business Wire)

"Danielle [Bradbery] is a breakout star, and we're thrilled to have SKECHERS at the starting gate of her incredible career," began Michael Greenberg, president of SKECHERS. "With a Top 20 hit under her belt, she's clearly talented and definitely one to watch. We see the same massive potential in Danielle as we did in Carrie Underwood when we signed her several years ago, and we are excited to be a part of Danielle's career from the start."

"This has been an incredible year – I never thought I would have a record deal so quickly and appear in campaigns for SKECHERS," said Danielle Bradbery, who is the youngest winner in the history of *The Voice*. "BOBS shoes have helped so many children in need with their donation program and I love the fact that it really is a simple way for anyone to give back. There is so much need out there and it's wonderful to be part of such a positive movement that impacts people's lives."

"More than ever, today's teens want to do good and be part of something bigger," said Greenberg. "We think that

Danielle's youth, energy and commitment will be inspirational to young women, and that our successful and meaningful BOBS charity line is the perfect pairing."

Having racked more iTunes hits than any singer in *The Voice* history, Bradbery has spent much of 2013 in the spotlight: charting in *Billboard*'s Hot Country Songs Top 20 with *The Heart of Dixie* in July; appearing everywhere from *Rolling Stone* magazine to *People's* Ones to Watch party; and launching her debut album on November 25<sup>th</sup> with Big Machine Label Group. She is also performing at major country concerts, joining Brad Paisley on his "Beat This Summer Tour."

Since its debut, BOBS has taken center stage as one of the world's most successful charity footwear brands. SKECHERS gives new shoes to children in need when people purchase BOBS, and the Company has already donated more than six million pairs to communities across the United States and worldwide. Now a year-round collection of casual, sporty and comfort styles for women, men and kids, BOBS is available in stores nationwide and select global markets. For more information, follow BOBS on Facebook ([facebook.com/BOBSfromSkechers](https://facebook.com/BOBSfromSkechers)) and Twitter ([twitter.com/BOBS\\_Skechers](https://twitter.com/BOBS_Skechers)).

### **About SKECHERS USA, Inc.**

SKECHERS USA, Inc. (NYSE:SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company's international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. For more information, please visit [www.skechers.com](http://www.skechers.com), and follow us on Facebook ([www.facebook.com/SKECHERS](https://www.facebook.com/SKECHERS)) and Twitter ([twitter.com/SKECHERSUSA](https://twitter.com/SKECHERSUSA)).

*This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, without limitation, the Company's future financial results and operations, its development of new products, future demand for its products and growth opportunities, and its planned advertising and marketing initiatives. Forward-looking statements 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown 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 footwear 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 the Company's annual report on Form 10-K for the year ended December 31, 2012 and its quarterly report on Form 10-Q for the three months ended September 30, 2013. The risks included here are not exhaustive. The Company operates 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.*

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