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Skechers Debuts Global Marketing Campaign Starring Meghan Trainor, 2016 GRAMMY® Winner for Best New Artist

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers and GRAMMY® winning singer-songwriter Meghan Trainor have teamed up for a new multi-platform marketing campaign to launch the [Skechers Originals](#) retro sneaker collection. Meghan's first television commercial for the campaign will officially hit the airwaves next week and features the lead single "NO" from her highly-anticipated sophomore album [Thank You](#), which will be available worldwide on May 13, 2016.



Meghan Trainor on set for her Skechers Originals campaign shoot (Photo: Business Wire)

A preview of the global TV campaign was revealed today with behind-the-scenes images from the set. An extended version of the commercial will also debut on [YouTube](#) to reveal a more in-depth story. The overall campaign recently kicked off with print ads, online and in-store images as well as via Meghan's social media channels, and has already influenced her millennial fans who are positively impacting sales of the new collection.

"I can't wait to travel the world and see my face in [Skechers](#) stores – it still blows my mind! It's an honor and dream to work with a big brand like Skechers," said Meghan Trainor on the set of her Skechers commercial. "For my new album I wanted to change it up with a different sound and a fresh new look – including my red hair transformation. I think it takes confidence to take risks and be original. Skechers has truly embraced this message in the new #MTrainSkechers campaign, and I can't wait for my fans to see it!"

this global campaign for Skechers Originals," said [Skechers](#) president Michael Greenberg, who attended the shoot. "With the media attention after her well-deserved win at the GRAMMY® Awards and her new album, Meghan's impact as an influencer continues to grow. Young women around the world are inspired by her, so we couldn't be happier that

"Meghan is an inspirational artist with many impressive accomplishments at only age 22, so we're thrilled to be working with her on

Meghan is a member of the Skechers family.”

Before she rose to fame as a global pop sensation, Trainor independently released three albums by the time she turned 17. While still in high school, she was discovered by a Nashville publishing company and started writing tracks for hot country artists like Rascal Flatts and Hunter Hayes. Now signed with Epic Records, Trainor’s first mega-hit single “All About That Bass” was certified nine-times platinum and topped the airplay/sales-streaming-based Billboard Hot 100 for eight weeks, becoming the longest-leading Hot 100 No. 1 in Epic Records’ history. Trainor’s debut album, *Title*, entered the Billboard 200 chart at No. 1 and remained in the top 30 of the weekly chart throughout 2015 with over 1 million copies sold. Following the huge success of “All About that Bass,” the album’s second single, “Lips Are Movin,” was certified quadruple platinum and the third single, “Dear Future Husband,” is double platinum. The album’s fourth hit single, “Like I’m Gonna Lose You,” featuring John Legend, reached the No. 1 position on *Billboard*’s Adult Pop Songs airplay chart and was certified double platinum.

Meghan Trainor’s partnership with [Skechers](#) extends through 2017 across all media platforms including television, print, online, social media, outdoor and point of purchase. Skechers has a long history of working with GRAMMY-winning female recording artists including Britney Spears, Christina Aguilera and Carrie Underwood. Multi-platinum selling recording artist and actress Demi Lovato—who performed with Meghan in a Lionel Richie tribute at this year’s GRAMMY® Awards—is also featured in a current global Skechers marketing campaign that will extend through the end of 2016.

About SKECHERS USA, Inc.

SKECHERS USA, Inc., 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 and over 160 countries and territories worldwide via department and specialty stores, more than 1,340 SKECHERS retail stores, and the Company’s e-commerce website. The Company manages its international business through a network of global distributors, joint venture partners in Asia, and 13 wholly-owned subsidiaries in Brazil, Canada, Chile, Japan, Latin America and throughout Europe. For more information, please visit skechers.com and follow us on Facebook (facebook.com/SKECHERS) and Twitter (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 domestic and international growth, financial results and operations including expected net sales and earnings, its development of new products, future demand for its products, its planned domestic and international expansion and opening of new stores, the completion of the expansion and upgrade of the Company’s European distribution center, and 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 international economic, political and market conditions including the uncertainty of sustained recovery in Europe; 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, 2015. 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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