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SKECHERS Opens Premium Superstore at Ontario Mills

New 24,000-Square-Foot Location is Footwear Brand's Largest in a Mall

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), a global leader in the lifestyle and performance footwear industry, has opened its largest SKECHERS mall-based factory outlet store. At approximately 24,000 square feet, the massive superstore in Ontario, California, features dedicated shops for the various SKECHERS lifestyle and performance collections for Men and Women, an exciting Kids' area complete with theater, as well as a shop dedicated to the brand's growing apparel collection.



SKECHERS premium superstore at Ontario Mills (Photo: Business Wire)

"This amazing new store is a perfect reflection of the incredible position of our brand within the marketplace," said Michael Greenberg, president of SKECHERS. "With footwear, accessories and apparel—we're delivering SKECHERS products from head to toe, so we built a store that showcases our collection to customers in the finest retail experience possible."

We look forward to introducing features debuting here in more stores throughout our retail network through the second half of this year and into 2018 to meet the needs of the consumers who are demanding our products worldwide."

"We are thrilled that SKECHERS chose Ontario Mills for their supersize store," added Marc Smith, vice president and general manager at Ontario Mills. "Ontario Mills prides itself on providing variety, value and great experiences for our shoppers and is confident that the SKECHERS superstore will be a huge attraction for the center."

Located at California's largest outlet destination—Ontario Mills—the SKECHERS superstore houses approximately 50,000 pairs, offering one of the widest assortments of SKECHERS lifestyle and performance products available under one roof. And unique to this location is a

5,000-square-foot apparel and accessories shop-in-shop that features a customer experience tailored to those shopping for clothing.

The store is segmented into departments including Women's lifestyle and performance, Men's lifestyle and performance, WORK footwear, the BOBS from SKECHERS charity collection, the premium Mark Nason collection for men, and a fun Kids' area features a candy shop plus a theater space screening SKECHERS cartoons and characters to keep kids engaged while mom or dad shop. The new store format and design with state-of-the-art lighting and effects entices shoppers to enter and explore the collection.

The Ontario Mills SKECHERS superstore joins a retail portfolio that includes large format stores in Las Vegas and Gardena, CA, plus flagship stores in prime locations such as Los Angeles' Hollywood & Highland, Times Square in New York, San Francisco's Powell Street, London, Tokyo, Shanghai and countless cities around the world. At the end of the second quarter of 2017, SKECHERS had 2,055 stores worldwide, with 584 being Company owned.

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 2,055 SKECHERS Company-owned and third-party-owned retail stores, and the Company's e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia and the Middle East, and wholly-owned subsidiaries in Canada, Japan, throughout Europe and Latin America. 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, opening of new stores and additional expenditures, 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; 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, especially in the highly competitive performance footwear market; 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, 2016 and its quarterly report on Form 10-Q for the three months ended March 31, 2017. 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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