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Skechers Performance Division Celebrates the New York Race with Limited-Edition Footwear, Apparel Collection and Marketing Campaign

Skechers Performance Elite Athletes, Meb and Kara Goucher, Debut as the Face of the New York Campaign that Highlights the Upcoming Launch of Skechers GOrun 4

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance Division announces today the release of a New York inspired advertising campaign and product line to celebrate the upcoming marathon in New York City on November 2, 2014. The advertising campaign highlights the new spring 2015 GOrun 4 shoe and supports the division's key athletes competing in the race, Meb Keflezighi and Kara Goucher. The launch coincides with the release of the NYC 2014 limited-edition footwear and apparel collection.

Inspired by Manhattan's cityscape, the campaign pays homage to the Big Apple's iconic skyline with a large-scale graphic that is featured on the apparel line, print, outdoor and digital advertising, as well as throughout Skechers Performance Division's on-site activation at the TCS New York City Marathon Health and Fitness Expo. The campaign also includes the hashtag, #haveafastday, to support all runners competing in the marathon.

"Our elite athletes—Meb and Kara Goucher—will be racing in the New York Marathon in Skechers GOMeb Speed 3 footwear, and appearing in their first Skechers Performance campaign together," began Michael Greenberg, president of SKECHERS. "With an amazing win at the Boston Marathon earlier this year for Meb and a cover-story worthy comeback for Kara, we are proud to recognize their return to New York with our comprehensive city-wide campaign. These two leading marathoners continue to bring great recognition to our award-winning Skechers Performance Division and we're excited for the world to see them on November 2."

The limited-edition New York footwear line in orange, gray and black, includes a selection from the Skechers GO line and will offer marathon runners and spectators a first chance to purchase the highly anticipated GOMeb Speed 3—the same shoe that both Meb and Kara Goucher race in and the shoe that took Meb to his Boston win earlier this year. There will also be limited pairs of the new Skechers GOrun 4 available in a similar colorway. Skechers Performance will also have limited-edition GOrun Ride 4 and GOWalk 2 products to round out the NYC 2014 limited-edition line.

Several pieces from the limited-edition apparel line also feature the city's iconic skyline printed in large scale in the orange, gray and black colorway. The limited-edition New York line includes technical running apparel, including a tech singlet that matches Meb's racing kit and casual athletic wear ranging from a sweatshirt to lightweight windbreaker, to headwear.

The footwear and apparel collection for men and women will be available for purchase at the

Skechers Performance Division Booth (#417) at the TCS New York City Marathon Health and Fitness Expo, Thursday, October 30th – Saturday November 1st, at the Jacob K. Javits Convention Center, Hall 3E. This expo is free and open to the public. The line will also be available for purchase in select SKECHERS retail locations—Times Square, Midtown and SoHo and the footwear will be available for a limited time on skechers.com.

Additionally, Skechers Performance Division will host several activities at the booth including: photos with life-size cutouts of Meb and Kara Goucher, a premium gift with purchase, raffle of Kara Goucher's race day shoe, giveaways to support runners along the course such as #haveafastday cheer signs and cowbells, as well as #haveafastday stickers that can be personalized with runner's goals or their fastest time, and placed on the Skechers Performance booth "graffiti wall." SKECHERS' three Manhattan retail locations will also host an in-store contest to win a pair of the limited-edition running shoes.

A book signing with Meb and additional activities will be announced via Skechers Performance Division's social channels.

Learn more about Skechers Performance Division at SkechersGOrun.com and follow us on Facebook (facebook.com/SkechersPerformance), Twitter (twitter.com/skechersGO) and Instagram (instagram.com/SkechersPerformance).

For more information and/or images please contact Jolene Abbott at 310.318.3100 x4839 or jolenea@skechers.com.

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE: SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of footwear for men, women and children under the SKECHERS name. SKECHERS footwear is available in the United States via department and specialty stores, company-owned SKECHERS retail stores and its e-commerce website, and over 100 countries and territories through the company's global network of distributors and subsidiaries in Brazil, Canada, Chile, Japan and across Europe, as well as through joint ventures in Asia. For more information, please visit www.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 growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, its planned opening of new stores, advertising and marketing initiatives, and the expansion and automation plans for the Company's European Distribution Center. 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; consumer preferences and rapid changes in technology in 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, 2013 and its quarterly report on Form 10-Q for the three months ended June 30, 2014. 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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