

April 29, 2015



SKECHERS Named Vendor of the Year

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX) today announced that the Company has been named Vendor of the Year by the trade publication *S&P Weekly Intelligence*. Citing the importance of wholesale over direct-to-consumer quantitative analysis showed a 32 percent increase in wholesale business at SKECHERS for 2014 versus the previous year—the best of all major footwear companies—as the basis for their award.

“We thought we’d take a look at the vendors who are doing the best of job of growing their wholesale business since that presumably correlates well with the interest of most retailers,” explained Sporting Goods Intelligence founder John Horan in his *Deep Intelligence* column.* “Not only was SKECHERS the brand with the fastest-growing wholesale business of the major brands but it was the only one that actually grew its wholesale business faster than its direct-to-consumer business.”

“For more than 20 years, [SKECHERS](#) has strived to support our wholesale and distribution partners through a diverse range of product desired by consumers everywhere and backed by consistent marketing. This has resulted in great partnerships and success stories, including those of the last two years which are driven by wholesale business that is integral to our renewed growth story,” said Robert Greenberg, SKECHERS chief executive officer. “SKECHERS has an incredible development pipeline for 2015 and beyond that we expect will continue to drive fans of our footwear collections into stores, and increase growth not only for our Company but also for our partners around the globe.”

S&P Weekly Intelligence is an online trade publication for sporting goods retailers. Published by the editorial team of Sporting Goods Intelligence, it includes the latest industry news and product info.

[SKECHERS](#) offers two distinct footwear categories: a lifestyle division which offers comfort-focused, trend-right product for men, women and kids, and the Skechers Performance Division which includes Skechers GOrun and Skechers GOwalk footwear.

**S&P Weekly Intelligence*, March 30, 2015.

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 120 countries and territories worldwide via department and specialty stores, more than 1,050 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 12 wholly-owned subsidiaries in Brazil, Canada, Chile, Japan 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 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 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 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, 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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