

March 30, 2016



## BOBS from Skechers Unveils Limited Edition, Pet-Themed Collection to Celebrate \$3 Million Commitment to Best Friends Animal Society

*Each BOBS from Skechers Purchase Supports Best Friends Animal Society to Help Save the Lives of Shelter Pets Across the U.S.*

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- BOBS from Skechers, a division of leading lifestyle footwear company, Skechers USA, Inc. (NYSE:SKX), today unveiled a limited edition collection to benefit Best Friends Animal Society, the only national animal welfare organization dedicated exclusively to ending the killing of dogs and cats in America's shelters. The collection – featuring fun prints of dogs, cats and the Best Friends logo – commemorates Skechers' multi-year partnership with the organization. Each pair of BOBS from Skechers – including these limited edition styles – contributes to Skechers' \$3 million commitment to further Best Friends' lifesaving initiatives. The collection will be available for purchase starting today at Skechers retail stores nationwide and online at Skechers.com.



BOBS from Skechers launches Best Friends Animal Society footwear collection. (Graphic: Business Wire)

our customers to consider adoption when looking for a pet, in order to reduce the number of shelter pets killed each year. We're excited to continue to offer new ways in which we're able to empower our customers to give back."

The BOBS from Skechers Best Friends collection debuts with five styles, all featuring the classic canvas alpargata silhouette and Skechers Memory Foam cushioned insole for added comfort. To promote the collaboration, Skechers will launch a national marketing campaign this spring, which includes a new TV commercial as well as print advertising, social media and in-store marketing.

"Every shoe purchased directly supports our mission – that one day, no dog or cat will be

"We're thrilled to bring our charitable partnership with Best Friends Animal Society to life with the launch of the limited edition BOBS from Skechers collection," said Robert Greenberg, Chairman and CEO, Skechers. "We hope our partnership with Best Friends will inspire

killed due to not having a permanent place to call home,” said Gregory Castle, co-founder and CEO, Best Friends Animal Society. “With companies like Skechers we’re able to reach an entirely new audience; we see this as a fun way to educate people about a very serious issue. We truly believe that together we will Save Them All.”

The Skechers and Best Friends partnership was announced in November 2015 and includes this limited edition collection, co-branded shoe box packaging for all BOBS from Skechers, national TV, print and digital marketing, PR, POP and other in-store collateral at domestic Skechers retail locations and participating retail partners. As part of the partnership, BOBS from Skechers will serve as the presenting sponsor for the animal welfare organization’s major national events including Strut Your Mutt and Super Adoptions, and participate in additional year-round awareness initiatives.

The limited edition collection in partnership with Best Friends is part of BOBS from Skechers’ ongoing charitable initiatives, which includes donating shoes to children in need around the globe.

To learn more about the partnerships follow BOBS from Skechers on Facebook ([facebook.com/BOBSfromSkechers](https://facebook.com/BOBSfromSkechers)), Twitter ([twitter.com/BOBS\\_Skechers](https://twitter.com/BOBS_Skechers)), Instagram ([Instagram.com/BOBS\\_Skechers](https://Instagram.com/BOBS_Skechers)) and Pinterest ([pinterest.com/BOBSSkechers](https://pinterest.com/BOBSSkechers)), or visit [www.skechers.com/en-us/bobs-for-dogs](http://www.skechers.com/en-us/bobs-for-dogs).

## **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](http://skechers.com) and follow us on Facebook ([facebook.com/SKECHERS](https://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 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.*

### **About Best Friends Animal Society**

Best Friends Animal Society is the only national animal welfare organization dedicated exclusively to ending the killing of dogs and cats in America's shelters. A leader in the no-kill movement, Best Friends runs the nation's largest no-kill sanctuary for companion animals, adoption centers and spay and neuter facilities in Los Angeles and Salt Lake City as well as lifesaving programs in partnership with more than 1,300 rescue groups and shelters across the country. Since its founding in 1984, Best Friends has helped reduce the number of animals killed in American shelters from 17 million per year to an estimated 4 million. By continuing to build effective initiatives that reduce the number of animals entering shelters and increase the number who find homes, Best Friends and its nationwide network of members and partners are working to Save Them All®.

To become a fan of Best Friends Animal Society on Facebook go to:  
[Facebook.com/bestfriendsanimalsociety](https://www.facebook.com/bestfriendsanimalsociety).

Follow Best Friends on Twitter ([twitter.com/bestfriends](https://twitter.com/bestfriends)) and Instagram ([Instagram.com/bestfriendsanimalsociety](https://www.instagram.com/bestfriendsanimalsociety)).

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