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SKECHERS KIDS Wins Design Excellence Award from Footwear Plus

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX) today announced that the SKECHERS KIDS collection has been recognized with a design excellence award in the Children's category from trade publication *Footwear Plus*. This marks the Company's ninth overall Plus Award for footwear design excellence and the third for SKECHERS KIDS.

Created by *Footwear Plus* and co-sponsored by the Fashion Footwear Association of New York (FFANY), the 18th Annual Plus Awards were nominated and voted on by thousands of footwear retailers and consumers nationwide in recognition of the industry's most compelling product offerings.

"It's a great honor for the entire team at [SKECHERS](#) to receive the Plus Award from *Footwear Plus* recognizing the excellence of our SKECHERS KIDS collection," said SKECHERS president Michael Greenberg. "We're exceptionally proud of our boys' and girls' product and some of our latest innovations are currently found in the Kids' collection in our lighted footwear. We're delivering great product for every age from toddlers to tweens with fun, bright and lightweight designs that kids everywhere love for school and play. And the collection is strong not only in the United States but around the globe as well—we can't wait to build on this with amazing product coming later this year for back-to-school."

"Congratulations to Skechers on winning the Plus Award for design excellence in the children's category," noted Greg Dutter, editorial director of *Footwear Plus* magazine. "Skechers' extensive collection spans a broad range of boys and girls styles that feature lights, colors and creative concepts that grab the attention of kids while the quality constructions and proven comfort features appeal to parents. It's a winning formula in children's footwear design."

Previous *Footwear Plus* honors for [SKECHERS](#) include the Company of the Year Award in 2005, 2006, 2008, 2009, 2010, 2014 and 2015, and Plus Awards for Design Excellence in 2000 for Young Women's Fashion; in 2001 for Women's Streetwear; in 2005 and 2006 for Men's Streetwear; in 2002 for Kids' Fashion, in 2013 for the Running and Children's categories, and in 2015 for Athleisure.

SKECHERS offers two distinct footwear categories: a lifestyle division which includes comfort-focused, trend-right product for men and women plus this year's Plus Award-winning Kids' collection, and the Skechers Performance Division which offers Skechers GOrun and Skechers GOwalk footwear.

About SKECHERS USA, Inc.

SKECHERS USA, Inc. (NYSE:SKX), 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 2,012 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 and opening of new stores, 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. 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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