

April 7, 2017



Skechers Performance UK Division Partners with Breast Cancer Care

Skechers Performance UK Releases a GOwalk 4™ Footwear Collection to support Breast Cancer Care

LONDON--(BUSINESS WIRE)-- Skechers Performance UK Division, is thrilled to confirm their ongoing partnership with Breast Cancer Care, to help support women across the UK who are facing breast cancer. Skechers Performance UK will launch a month-long marketing campaign that includes in-store, print and social media activity. To re-launch the partnership, Skechers Performance UK are releasing a new, limited edition GOwalk 4™ footwear collection marked with the iconic breast cancer awareness pink ribbon, which will be available in SKECHERS retail stores from the 7th April and online April 1st, 2017.

“We are extremely proud to announce our continued partnership with Breast Cancer Care,” said Peter Youell, SKECHERS UK & Ireland Managing Director. “It is an important charity that provides significant care and support for those affected by breast cancer. Following the success of our first campaign, we wanted to further our support for the charity, and with this new collaboration, we wish to continue building awareness surrounding all the incredible work that Breast Cancer Care does. We are pleased to play a role in supporting their incredible work providing care, support and information to help thousands of people to find a way to live with, through and beyond breast cancer.”

Lizzie Iredale, Head of Corporate Partnerships at Breast Cancer Care added, “We are delighted that Skechers are continuing to support Breast Cancer Care. The funds Skechers raise will help us to continue to provide anyone affected by breast cancer with the best care, support and information when they need it most.

“Every year around 62,000 people are diagnosed with Breast Cancer in the UK, that’s around one person every ten minutes, so there’s never been such an urgent need for our support services.”

The Skechers Performance Breast Cancer Care collection is available in two Skechers GOwalk 4 styles, and will retail for £59.00. A donation of £5 per pair sold will be donated to the charity. The designs incorporate a black, white and charcoal colour pallet with the classic pink hue weaved in. Each style also features the iconic pink ribbon detailing on the heel. The Skechers GOwalk 4 shoes available in both slip-on and lace-up styles and features the new Skechers Goga Max® insole for the most advanced walking experience ever. The shoe also has responsive flexibility for a more natural movement and incorporates Goga Pillars™ for added comfort and a tapering midfoot for improved arch support.

The limited edition Skechers Performance Breast Cancer Care line is available at SKECHERS retail stores in the United Kingdom and online at Skechers.co.uk throughout April. The funds raised will help Breast Cancer Care continue to provide support for anyone affected by breast cancer.

For more information about breast cancer and the charity visit www.breastcancercare.org.uk.

To learn more about Skechers Performance visit www.skechers.co.uk and follow us on Facebook (facebook.com/SkechersPerformanceUK), Twitter (twitter.com/SKXPerformance)

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 2,012 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.

About Breast Cancer Care

When you have breast cancer, everything changes. Time becomes measured in appointments. The next scan. The next results. The next challenge.

At Breast Cancer Care, we understand the emotions, challenges and decisions you face every day. So, from the day you notice something's not right to the day you begin to move forward, we'll be here to help you through.

Whether you want to speak to our nurses, download our specialist information or connect with volunteers who have faced what you are facing now, we can help you feel more in control.

For care, support and information from day one, call us free on 0808 800 6000 or visit breastcancercare.org.uk

###

Skechers

Nicola Zachariades

nicolaz@eu.skechers.com

01707 655 955

Source: SKECHERS USA, Inc.