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Skechers Performance™ GO GOLF® Elite Athlete, Matt Atkins, Wins His First Web.com Victory at the El Bosque Mexico Championship

Atkins Took Home the Win Sunday, Wearing the Skechers GO GOLF® Focus and Skechers GO GOLF Apparel

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance™ - a division of Skechers USA, Inc. (NYSE:SKX) - is proud to congratulate GO GOLF pro athlete, Matt Atkins, on his first Web.com victory this past weekend at the El Bosque Mexico Championship. The 26-year-old Indiana native shot a 4-under par 68 in the final round to earn him the championship.



"I don't know how to put it in words," said Atkins after the win. "This puts me in a really good spot. Just to be the champion feels awesome."

"I also want to thank Skechers Performance for the support they have given me over the last two seasons," continued Atkins. "They make the most comfortable shoes and the best looking apparel in golf."

Matt joined the Skechers GO GOLF elite team in 2016 and he continues to thrive on his journey to the PGA Tour. This past weekend, Atkins

Skechers GO GOLF pro athlete, Matt Atkins, wearing the GO GOLF Focus at the 2017 El Bosque Mexico Championship. (Photo: Business Wire)

wore the Skechers GO GOLF Focus as well as Skechers Performance golf apparel as he swung his way to victory.

“Our golf business continues to achieve success, and this year has been outstanding for all of our athletes,” said Skechers Performance Senior Vice President of Merchandising and Marketing, Rick Higgins. “Atkins has enormous potential and this is just the beginning of his highly promising career.”

This marks the third professional win by Skechers GO GOLF Elite Athletes in the last nine months. Russell Knox won the Traveler’s Championship in August and Wesley Bryan won the RBC Heritage two weeks ago in Hilton Head, South Carolina.

Skechers GO GOLF is available at Skechers retail stores, Skechers.com, and select retail partners including golf pro shops. Learn more about Skechers Performance at GOSkechers.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 jolene@skechers.com.

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 2,055 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, opening of new stores and additional expenditures, 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 of actual results. Moreover, reported results should not be considered an indication of future performance.

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