

July 10, 2018



# Skechers GO GOLF® Elite Athlete Russell Knox Wins Dubai Duty Free Irish Open

## Victory Secured with Back-to-Back 40-foot Putts

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX) celebrates Scottish golf pro Russell Knox's stunning finish at the Dubai Duty Free Irish Open on July 8, 2018, at Ballyliffin Golf Club in Ireland. Competing in Skechers GO GOLF, Knox holed incredible 40-foot putts on both the final hole of regulation and again in the sudden death playoff to secure the win—his second career victory on the European Tour. This success launches him to 8th in the European Ryder Cup standings leading up to this week's Scottish Open.



Skechers GO GOLF® elite athlete, Russell Knox, wins the Dubai Duty Free Irish Open. (Photo: Business Wire)

“To say this win feels amazing is an understatement—as players we dream about this kind of finish our entire career,” says Knox, who joined the Skechers elite golf team in 2016. “Many factors helped with my win, but there must be a reason they call the shoes I wear Skechers GO GOLF Focus 2™. I was able to stay grounded and concentrated on my game as the

adrenaline was pumping on those last holes.”

“We’re proud to be part of Russell’s remarkable win in Ireland that was made all the more exciting with the dramatic ending which will have people talking for a very long time,” says Michael Greenberg, president of Skechers. “Russell has been an amazing asset for driving awareness and excitement for the Skechers GO GOLF collection throughout Europe and for golf fans around the globe. We love that he’s illustrating how easy it is to keep focused on the game while wearing our footwear.”

A pro since 2007, Russell Knox earned his first full PGA Tour card after winning the Chiquita Classic on the Nationwide Tour in 2011. Always determined to succeed and never give up, the Scotsman flirted with a breakthrough year for a few seasons before finding his footing

with a strong start to the 2014 season and playoff finish at the Honda Classic. Coming off his November 2015 victory and first PGA Tour win at the WGC HSBC Champions in Shanghai, a rapid ascent up the Official World Golf Rankings led to Knox becoming a major contender on the 2016 Tour when he broke top 5 in the FedEx Cup standings for the first time.

The roster of elite golfers wearing Skechers GO GOLF also includes Matt Kuchar, Colin Montgomerie, Brooke Henderson, Wesley Bryan, Belén Mozo and Billy Andrade.

Known for its lightweight, high quality, stable and comfortable designs, Skechers GO GOLF has achieved prominence within the golf category, alongside the brand's award-winning running, walking and training collections. The Skechers GO GOLF apparel line offers athletes comfort and freedom of movement through a wide assortment of styles constructed with innovative moisture-wicking fabrics in a variety of colors for both men and women.

Skechers GO GOLF is available at Skechers retail stores and [skechers.com](http://skechers.com) as well as select retail partners including specialty golf pro shops.

### **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 170 countries and territories worldwide via department and specialty stores, 2,651 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](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, Skechers' 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 challenging consumer retail markets in the United States; 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 Skechers' annual report on Form 10-K for the year ended December 31, 2017 and its quarterly report on Form 10-Q for the three months ended March 31, 2018. The risks included here are not exhaustive. Skechers 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.*

Skechers  
Jennifer Clay, (310) 937-1326  
[jennnc@skechers.com](mailto:jennnc@skechers.com)

Source: SKECHERS USA, Inc.