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Skechers Elite Athletes Top Podium at 2018 IRONMAN® Mont-Tremblant

Cody Beals Wins His First-Ever Full-Distance Race in Skechers Performance Footwear; Veteran Triathlete Lionel Sanders Places Second

TORONTO--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX) celebrates the victory of its Skechers® athletes who swept the four top spots in Skechers Performance™ footwear on Sunday, August 19 at IRONMAN® Mont-Tremblant in the Laurentian Mountains of Quebec. Topping the podium was Cody Beals, who completed his first full-distance IRONMAN in Skechers GO RUN 6™ in 8:10:36 – the first Canadian in history to win Mont-Tremblant and set a new bike and overall course record.



From left: Skechers elite runners and fellow Canadians Cody Beals and Lionel Sanders finish first and second, respectively, at the 2018 IRONMAN® Mont-Tremblant in Quebec. (Photo: Business Wire)

Beals was followed by Canadian Lionel Sanders, who finished the race in 8:24:01 in Skechers GO RUN Razor 3 Hyper™; American Matt Russell who finished in 8:25:14 in Skechers GO RUN 6; and Canadian Antoine Jolicœur-Desroches who finished fourth in 8:28:40 in Skechers GO RUN Ride 7™.

“It’s exhilarating to prove that I’m not just capable of the half-distance, but that I can win the full-distance as well,”

said Beals. “And it’s been a great honor to compete against Lionel; I’ve raced him more than 10 times over the years, and he’s definitely raised the bar for me. Skechers Performance has really helped me concentrate on my technique and focus on the final leg.”

“Cody’s race today was amazing to watch, and we’re thrilled to support his first ever full-distance win,” said Michael Greenberg, president of Skechers. “His focus, endurance and perseverance through all three stages in Mont-Tremblant was inspirational for fans everywhere – and we know that there’s lots more in store for his great talent. Congrats to the entire Skechers Elite team – four winners is amazing and a testament to their hard work and

our footwear.”

“I’m inspired by Cody (Beals) in his debut and Matt (Russell) in his comeback,” added Lionel Sanders, who is a top contender at the IRONMAN World Championships in Kona this October. “It’s great to be part of such an incredible team, and I look forward to taking the momentum that we’ve got to Kona.”

Since its debut with the first model of Skechers GO RUN® worn by Meb Keflezighi in 2012, Skechers Performance footwear and apparel has earned respect throughout the running world and won numerous awards within the footwear industry. Skechers Performance is the title sponsor of the Skechers Performance Los Angeles Marathon® and the footwear and apparel sponsor of the Chevron Houston Marathon® and Aramco Houston Half Marathon®.

The Skechers GO RUN collection for men and women is available at Skechers retail stores and skechers.com as well as select retail partners, including run specialty stores.

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, 2,715 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 www.skechers.com and follow us on Facebook (facebook.com/SkechersPerformanceCanada), Instagram (instagram.com/SkechersPerformance_Canada) and Twitter (twitter.com/SkechersGOCan).

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 the Company's 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 June 30, 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.

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