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Skechers Celebrates Felix the Cat's 100th Anniversary With New Collaboration

Felix the Cat's Signature Style Will Appear on the Company's Lifestyle Collections for Women

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Felix the Cat has a new surprise in his magic bag of tricks: Skechers x Felix the Cat footwear. Launching in celebration of the silent screen star's 100th anniversary this month, Felix the Cat will adorn a collection of women's shoes, all designed in his signature black and white with pops of red.



"Thanks to his iconic status, Felix the Cat boasts a one-of-a-kind cachet that makes him a perfect partner for our women's footwear," said Michael Greenberg, president of Skechers. "He brings a fresh retro play to our on-trend Skecher Street product, and his recognizable face on BOBS from Skechers will help drive awareness of our

Skechers x Felix the Cat lifestyle footwear for women launches this month in celebration of the iconic feline's 100th anniversary. (Graphic: Business Wire)

philanthropic collections. We look forward to this new collaboration and seeing all the ways that we can utilize Felix the Cat's broad appeal across multiple styles to reach more consumers than ever."

Felix the Cat's comic strips, character prints, logo details and classic colors are featured on several of Skechers' popular designs. Initial styles include the brand's Skecher Street chunky platform cleated and slip-on sneakers, as well as Skechers' BOBS for Cats alpargatas and casual comfort sneakers.

For every purchase of BOBS from Skechers shoes featuring Felix the Cat, Skechers will make a donation to Petco Foundation to help save the lives of cats and dogs.* Since 2015, the Company has donated more than \$4.58 million to animal welfare organizations through sales of its BOBS from Skechers collection — funds that have helped more than 847,000 pets in the United States, including more than 487,000 animals saved through adoptions.

The Skechers x Felix the Cat collection for women will be available at Skechers retail stores,

[Skechers.com](https://www.skechers.com) and select department and specialty stores throughout the United States as well as select markets around the world through a multi-year licensing relationship between Skechers and Universal Brand Development.

** Skechers U.S.A., Inc., 228 Manhattan Beach Blvd., Manhattan Beach, CA 90266, 310-318-3100. Petco Foundation, 654 Richland Hills Drive, San Antonio, TX 78245, 858-453-7845. During the promotion, twenty-five cents will be donated to the Petco Foundation per item of specially marked BOBS from Skechers footwear sold in the U.S., to help save the lives of dogs and cats in America's shelters. The promotion runs January 1, 2019 through December 31, 2021.*

About Skechers USA, Inc.

Based in Manhattan Beach, California, Skechers (NYSE: SKX) 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, more than 3,300 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, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), and [Twitter](https://twitter.com/skechers).

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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, 2018, and its quarterly report on Form 10-Q for the three months ended September 30, 2019. 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 we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or operations 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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