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# Joe Namath Joins Team SKECHERS

## Hall of Fame quarterback signs on to appear in Relaxed Fit® Footwear Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), recently called “the hottest major brand in the U.S.” by Princeton Retail Analysis\*, today announced that it has signed hall-of-fame quarterback legend Joe Namath to join the team representing the high-performing men’s Relaxed Fit® from SKECHERS footwear line. A new advertising campaign featuring Namath will begin in Fall 2014.



Hall-of-Fame quarterback Joe Namath (Photo: Business Wire)

“Broadway” Joe’s campaign launches with a new television commercial utilizing the same humorous tone as ongoing spots for [Relaxed Fit](#) footwear starring Joe Montana and Mark Cuban. The campaign will extend across all media with Namath appearing in print, outdoor, online and point-of-sale materials through 2015.

“I’ve loved what SKECHERS has done with this campaign so far and I’m excited be joining the team,” said Joe Namath. “The Relaxed Fit shoes really are as comfortable as they say, and I look forward to working with [SKECHERS](#) on what will be a fun commercial that my fans will enjoy.”

“Our Relaxed Fit from SKECHERS campaign has had so much success with one football Joe, that we thought it was time to bring on another,” added Michael Greenberg, president of [SKECHERS](#). “Joe Namath is one of the first pro football television stars in the world and with fans that go back to his days in Alabama, his personality and familiar face is perfect for our team. We know he’ll be a great asset when it comes to getting the word out about our comfortable [Relaxed Fit](#) footwear line.”

One of the most exciting quarterbacks in NFL history, Joe Namath entered the league after winning a national championship with the Alabama Crimson Tide in 1964. He was the first quarterback to throw for 4,000 yards and was named MVP when he led the New York Jets to victory at Super Bowl III in 1969. Namath retired in 1977 holding seasonal and career records for most games with 300 or more passing yards.

Relaxed Fit from [SKECHERS](#) footwear offers fashionable appeal with a spacious design that

features a roomier fit, a unique Skechers Memory Foam footbed and instant comfort. The men's footwear line is available in SKECHERS retail stores as well as department and footwear stores around the globe.

SKECHERS has a long history working with sports icons over the years. Advertising campaigns for the brand have also featured Meb Keflezighi, Wayne Gretzky, Karl Malone, Evander Holyfield, Kareem Abdul-Jabbar, Rick Fox, and Ronnie Lott.

The deal between Joe Namath and SKECHERS was negotiated by Harlan Werner in association with Namaco Productions.

\*Matt Powell, April 2014 Footwear Overview

### **About SKECHERS USA, Inc.**

SKECHERS USA, Inc. (NYSE:SKX), 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 via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company's international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. 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, the Company's future growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, and its planned opening of new stores, 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; consumer preferences and rapid changes in technology in the highly competitive performance footwear market; 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; 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, 2013. 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.*

SKECHERS USA, Inc.  
Jennifer Clay, 310-937-1326

Source: SKECHERS USA, Inc.