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Pop Superstar Meghan Trainor Signs On with SKECHERS for Global Campaign

To Represent the Brand's Exciting New Styles

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Grammy-nominated singer and songwriter Meghan Trainor is teaming up with hot lifestyle footwear company [Skechers](#). She will appear in the Company's global marketing and social media campaigns through 2017. Trainor, who became a pop sensation last summer with her six-times platinum single "All About That Bass," will complement Demi Lovato's ongoing Skechers Colorful Comfort campaign when she makes her first official appearance in a new Skechers television commercial set to launch later this year.



Meghan Trainor for Skechers (Photo: Business Wire)

"I'm very excited to work with Skechers!" exclaimed Meghan Trainor. "I'm proud to get behind a company that celebrates style and being true to yourself! The shoes are SO comfortable and stylish too. I know my fans will love this campaign."

"We couldn't be more thrilled to partner with Meghan Trainor on a new bright and colorful women's campaign that will be

'all about the shoes,'" began Michael Greenberg, president of [Skechers](#). "From her beautiful voice to her fun, carefree image, Meghan is an amazing talent who engages with millions of teens and young women around the globe. A true original, Meghan is a perfect fit for Skechers and our super successful, fashionable and comfortable footwear."

The multi-instrumentalist independently released three albums by the time she turned 17. While still in high school, she was discovered by a Nashville publishing company and started writing tracks for hot country artists like Rascal Flatts and Hunter Hayes. Now signed with Epic Records, Trainor followed last year's mega-hit single "All About That Bass" with her debut album, *Title*, which entered the Billboard 200 album chart at #1 when it was released earlier this year. The album's second single, "Lips Are Movin," has been certified two-times Platinum, and the third single, "Dear Future Husband," is platinum. Meghan's songwriting is fueled by a no-holds-barred but breezy authenticity that is loved by fans spanning over a

million on Twitter and Facebook and over two million on Instagram. And cementing her role as an influencer at just 21 years old, Trainor's video for "All About That Bass" has over 900 million views and more than 360,000 comments on YouTube. Meghan Trainor can currently be seen performing live at dates across the United States on her MTRAIN Tour.

The global [Skechers](#) footwear marketing campaign featuring Meghan Trainor will extend across all platforms, including television, print, online, outdoor and point of purchase. Skechers has a long history working with popular female artists evidenced by an alumni list that includes Britney Spears, Christina Aguilera and Carrie Underwood.

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 and over 120 countries and territories worldwide via department and specialty stores, more than 1,050 Skechers retail stores, and the Company's e-commerce website. The Company manages its international business through a network of global distributors, joint venture partners in Asia, and 12 wholly-owned subsidiaries in Brazil, Canada, Chile, Japan and throughout Europe. 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 growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, its planned opening of new stores, advertising and marketing initiatives, and the expansion plans for the Company's European Distribution Center. 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; entry into 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 quarterly report on Form 10-Q for the three months ended March 31, 2015. 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.

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