

February 14, 2016



Skechers Celebrates a Winning Weekend at the 2016 Skechers Performance Los Angeles Marathon

Skechers Performance Elite Athletes Achieved Greatness as Spectators Cheered During the City's Largest Race Weekend

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE: SKX) wraps up it's inaugural weekend as title sponsor of the 2016 Skechers Performance Los Angeles Marathon. The Company celebrated with several milestones, making this the most notable race weekend in Skechers Performance's history.



Weldon Kirui Wins the 2016 Skechers Performance Los Angeles Marathon, Wearing Skechers GOMeb Speed 3 - 2016. (Photo: Business Wire)

On Saturday, February 13, 2016, Skechers Performance elite athlete, Meb, secured his spot on the 2016 U.S. Olympic team, coming in second place with a marathon time of 2:12:21. This will be Meb's fourth time competing in the Olympic Games. Meb also set a new American Master's marathon record yesterday, crossing the finish line wearing his custom GOMeb Speed 3 – 2016. Skechers Performance elite athlete, Kara Goucher, also competed in the Olympic Trials with an incredible fan base cheering her on to the finish. Skechers Performance had a total of 27 elite athletes compete in the Trials.

On Sunday, the celebrations continued as Weldon Kirui represented Skechers Performance, taking first in the marathon with a winning time of 2:13:06. The crowd, including numerous Skechers

employees cheered from the finish line to congratulate Kirui. He was awarded first place by Mayor Eric Garcetti, with Skechers executives, David Weinberg and Kathy Kartalis by his side. Kirui competed today wearing the Skechers GOMeb Speed 3 – 2016.

“Skechers could not be more thrilled at how this weekend came together,” said Rick Higgins, SVP, Merchandising/Marketing, Skechers Performance. “There were so many incredible individuals from the Skechers team, the Conquer Endurance Group, and countless volunteers who put in long hours to make this event so successful. It was exciting to see not only our elite athletes compete so well, but also watch our entire company come together – from employees out racing, to those cheering along the course. We are looking forward to coming back next year - we are just getting started.”

At the two day Health and Wellness Expo, the festivities at the Skechers Performance booth kept participants and fans entertained as they filled the Los Angeles Convention Center. The DJ kept the energy high as participants shared inspirational posts that covered an expansive wall, posed for the photo booth, won numerous giveaways and shopped the official Skechers Performance Los Angeles Marathon footwear and apparel line.

Learn more at GOSkechers.com and follow us on Facebook (facebook.com/SkechersPerformance), Twitter (twitter.com/skechersGO) and Instagram (instagram.com/skechersperformance).

For more information and/or images please contact Jolene Abbott at 310.318.3100 x4839 or jolene@skechers.com.

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 120 countries and territories worldwide via department and specialty stores, more than 1,200 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 13 wholly-owned subsidiaries in Brazil, Canada, Chile, Japan, Latin America 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 domestic and international growth, financial results and operations, its development of new products, future demand for its products, its planned domestic and international expansion and opening of new stores, the completion of the Company's European distribution center, 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 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 annual report on Form 10-K for the year ended December 31, 2014 and its quarterly report on Form 10-Q for the three months ended September 30, 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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Source: SKECHERS USA, Inc.