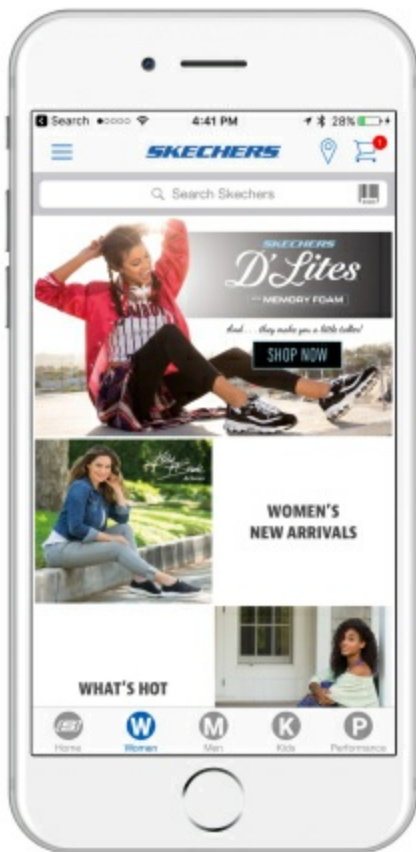


SKECHERS Launches Mobile App to Streamline E-Commerce and In-Store Experience for Consumers

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), a global leader in the lifestyle and performance footwear industry and the number two footwear brand in the United States, today announced the debut of an all-new SKECHERS application for Apple and Android mobile devices that is set to elevate the brand's consumer purchase experience both for e-commerce and within SKECHERS retail stores.



SKECHERS App: Home Page (Photo: Business Wire)

The SKECHERS mobile app allows consumers in the United States to purchase their favorite SKECHERS styles for men, women and kids anywhere they feel the need to shop for footwear. Shoppers can learn about products by viewing the latest commercials and a native one-touch checkout with Apple Pay and Android Pay makes purchases fast and easy. Additionally, the app offers special features that will drive consumers to the retail experience including a store locator, proximity notifications for offers and events in nearby stores, and a barcode search that will help the shopper easily find and order additional sizes and colors of a style that might not be available in the store. The app also gives shoppers full access to their SKECHERS Elite™ account to track points and redeem rewards for use both in the app as well as in SKECHERS retail stores.

“The retail environment has shifted as an increasing number of millennial and post-millennial consumers seek out the most convenient, informative, and streamlined shopping experiences,” began Michael Greenberg, president of SKECHERS. “We’re excited that the new SKECHERS app will allow us to better reach and connect with the younger demographic of our fan base both on-the-go and through stronger interactive elements in our brick and mortar retail

stores. By encouraging engagement, we hope to drive excitement for the brand and make it easy for men and women to purchase that perfect pair when they discover it online or out in the world.”

The new SKECHERS mobile app will also include a shopping enabled social media

component that will drive discovery and encourage fans of the brand to share images of their best SKECHERS looks. Instagram images posted with #SKECHERS will appear in a devoted “ShopIG” section of the app that will allow consumers to easily purchase the shoes seen in their favorite images.

The app was developed in a partnership with the engineering team at PredictSpring—creator of the first native mobile commerce app platform that extends into the omni-channel and social commerce space. Other retailers that recently released apps built using the PredictSpring platform include Calvin Klein, New York & Company, Woodcraft, Claire’s and Vineyard Vines.

The new SKECHERS app is available to download now for iPhone, iPad and iPod Touch in the Apple App Store (<https://appsto.re/us/dECn>) and for Android devices in the Google Play store (<https://play.google.com/store/apps/details?id=com.skechers.android>).

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 160 countries and territories worldwide via department and specialty stores, more than 1,410 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 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 including expected net sales and earnings, 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 expansion and upgrade of the Company’s European distribution center, 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 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, 2015 and its quarterly report on Form 10-Q for the quarter ended June 30, 2016. 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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