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Rob Lowe Signs on With SKECHERS

The Iconic Actor Returns for new Men's Footwear Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Rob Lowe is back in SKECHERS after a fifteen-year hiatus! The footwear Company today announced that the legendary film and television actor will return to the brand for a new SKECHERS men's footwear marketing campaign set to launch in Spring 2017.



Rob Lowe on set for his new SKECHERS campaign. (Photo: Business Wire)

"Rob helped us introduce our dress casual collection to the world in 2001 and today his appeal crosses the many generations who wear our footwear—so he was a perfect fit then and he makes perfect sense for SKECHERS again now," said Michael Greenberg, president of SKECHERS. "Rob is extremely talented and loved by fans everywhere, so it's a thrill to be working with him again. We know he'll be a great face for our comfortable and stylish men's footwear collections—and amazingly it's like he hasn't aged a day since his initial SKECHERS campaign!"

"It seems like yesterday when I first posed for a photographer wearing SKECHERS. They were good looking shoes then, but I don't remember them being so comfortable," added Rob Lowe. "We have a really fun concept about how comfort fits into my day that I think people will love, and it's exciting that we're now doing something bigger with a full global campaign that includes a television commercial."

Mr. Lowe last appeared in a SKECHERS campaign in 2001 as part of a series of print ads that also featured fellow "brat pack" era actors Robert Downey Jr. and Matt Dillon. After becoming a household name following appearances in *The Outsiders* and *St. Elmo's Fire*, Lowe's career has

crossed genres and mediums with special acclaim for his portrayal of Sam Seaborn on *The West Wing* as well as more recent roles in *Behind the Candelabra* and *The Grinder*. In Fall 2016, he joined the cast of CBS' drama series *Code Black* for its second season.

Current SKECHERS men's campaigns feature Joe Montana, Howie Long and Sugar Ray Leonard. And previous endorsees have included iconic drummer Ringo Starr and sports stars Joe Namath, Tommy Lasorda, Mariano Rivera, Pete Rose, Mark Cuban, Karl Malone, Kareem Abdul-Jabbar, Rick Fox and Wayne Gretzky.

SKECHERS lifestyle footwear collections for men span a wide array of trend-right casual and sport styles featuring innovations such as SKECHERS Air-Cooled Memory Foam for long-lasting comfort. Styles from the SKECHERS men's collection are available in [SKECHERS](#) retail stores as well as department stores and footwear retailers around the globe.

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 160 countries and territories worldwide via department and specialty stores, more than 2,012 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 and the Middle East, and wholly-owned subsidiaries in Canada, Japan, throughout Europe and Latin America. 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 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; 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 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 three months ended September 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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