

October 5, 2017



# Skechers Performance™ GO GOLF® Elite Athlete Brooke Henderson Wins New Zealand Women's Open.

***Despite Weather Delays and Poor Course Conditions, Henderson Holds On to Capture Second LGPA Tour Title of the Season.***

LOS ANGELES--(BUSINESS WIRE)-- Skechers Performance, a division of SKECHERS USA, Inc. (NYSX:SKX), celebrates golf pro Brooke Henderson's win at the New Zealand Women's Open on Monday, October 2, 2017. The win marks the Skechers Performance elite athlete's second LGPA Tour win of the season and the fifth of her career. Henderson led by four shots after six holes on Sunday when play of the final round was suspended until Monday due to severe weather.



Skechers Performance™ GO GOLF® Elite Athlete Brooke Henderson Wins New Zealand Women's Open. (Photo: Business Wire)

"I'm just so happy. To be able to play this well on this golf course really gives me a lot of confidence going forward." said Henderson. "The conditions were really tough and I could not have done this without my whole team behind me, especially my Skechers Performance GO GOLF shoes, which gave me the stability I needed to stay focused and perform."

Henderson, a native of Canada, has quickly become a prominent face of women's golf since turning professional in December 2014. She won her first LGPA Tour event in 2015 at the Cambria Portland Classic, a title she would defend with her second career win in 2016. She then went on to become the second youngest player to capture a major championship with her win at the 2016 KPMG Women's PGA Championship. In 2016, Brooke also represented Canada at the 2016 Olympic games in Brazil, where she tied for seventh place.

"We're fortunate to have Brooke on the Skechers Performance team and celebrate this win with her and all of her

fans,” said Michael Greenberg, Skechers President, “Brooke’s relentless dedication to perfecting her game is an inspiration to us all and we’re proud to have been part of this amazing achievement so early in her exciting career.”

Henderson joined the Skechers Performance team in 2016. She is outfitted in Skechers GO GOLF footwear and apparel on tour and has been featured in ongoing marketing campaigns for the brand.

Known for its lightweight, high quality, stable and comfortable designs, Skechers Performance GO GOLF has achieved prominence within the golf category, alongside the brand’s award-winning running, walking and training collections. The Skechers Performance GO GOLF apparel line offers athletes comfort and freedom of movement through a wide assortment of styles constructed with innovative moisture-wicking fabrics in a variety of colors for both men and women.

For updates on the collection, visit [GOSkechers.com](http://GOSkechers.com) and follow @SkechersGOGOLF on [Facebook](#), [Instagram](#) and [Twitter](#). Skechers Performance GO GOLF is available at Skechers retail stores and [skechers.com](http://skechers.com) as well as select retail partners including specialty golf pro shops.

### **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 2,305 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](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 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, opening of new stores and additional expenditures, 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, 2016 and its quarterly report on Form 10-Q for the three months ended June 30, 2017. 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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