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Skechers Performance Division Debuts the Nite Owl Footwear Collection

The Footwear Giant Unveils a Line of Glow in the Dark Performance Shoes in Limited Release

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- After generating buzz on the trade show circuit over the past few months, Skechers Performance Division announces today the official launch of the much-anticipated Skechers Nite Owl Footwear Collection. Available in limited release for both men and women, the Skechers Nite Owl glow in the dark technology will enhance select styles of the celebrated GOrun and GOwalk product lines, illuminating streets across the globe and offering additional visibility for wearers.



Skechers Nite Owl (Graphic: Business Wire)

With its highly effective photoluminescent technology, the cleverly named Nite Owl Collection will prove ideal for runners and walkers who hit the road in low light conditions of the early morning or at dusk. Charged with exposure to any natural or artificial light source, the shoe will produce an intense glow that can

last for several hours, depending on the power and duration of light charge. This first collection launches in an eye-catching aqua and features Skechers Performance GOrun and GOwalk construction including the lightweight and durable Resalyte™ Midsole technology and breathable 4-way stretch mesh for comfort and toe splay. When asked why Skechers selected aqua as its first signature color for the Nite Owl Collection, Skechers Performance Division Vice President of Merchandising/Marketing Rick Higgins said simply, "We chose to launch with aqua blue for several reasons. It's not a typical color people expect to see glowing and blue also happens to be our corporate color, so it made sense for the initial debut." To say nothing of the fact that it looks cool.

The pigments used in Nite Owls' advanced glow technology are incorporated directly into the raw materials used to produce the footwear, so the photoluminescence won't peel, fade or rub off with use. It is physically bonded into the product using materials that are designed to endure what dedicated runners will do to them—lasting as long as the shoes themselves.

“Since launching in 2011, the Skechers Performance Division has continued to introduce new innovations and develop cutting-edge technology for consumers. Nite Owl is a key addition to the GO platform and we feel it will be a strong contributor to the ongoing success of the Skechers Performance Division,” says SKECHERS President, Michael Greenberg.

The exclusive Skechers Nite Owl footwear collection for men and women is available in limited release in SKECHERS retail stores, select retailers nationwide and online. To learn more about Skechers Nite Owl and the GO product lines visit www.SkechersPerformance.com and follow us on Facebook (facebook.com/SkechersPerformance) and Twitter (twitter.com/skechersGO).

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE: SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of footwear for men, women and children under the SKECHERS name. SKECHERS footwear is available in the United States via department and specialty stores, company-owned SKECHERS retail stores and its e-commerce website, and over 100 countries and territories through the company’s global network of distributors and subsidiaries in Brazil, Canada, Chile, Japan and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com and follow us on Facebook (facebook.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

This announcement may contain forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or simply state future results, performance or achievements, and 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; 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, 2012 and its quarterly report on Form 10-Q for the three months ended June 30, 2013. 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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