

July 8, 2014



President Bill Clinton Delivers Keynote Address at SKECHERS Global Conference

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- President Bill Clinton delivered the keynote address at the annual Global Conference for [SKECHERS USA, Inc.](#) (NYSE:SKX), which was recently called “the hottest major (footwear) brand in the U.S.” by Princeton Retail Analysis*.



President Bill Clinton with SKECHERS President Michael Greenberg (Photo: Business Wire)

At the event held in Redondo Beach, CA on June 26, 2014, President Clinton spoke to 1,500 SKECHERS executives, team members and international partners about the importance of working together toward common goals for the sake of shared prosperity in the world. Using the successes of the Clinton Foundation in the context of ever-changing political and social challenges as his case-study,

President Clinton said, “Within America, all over the world, people who believe in win-win scenarios, who really are trying to build networks of creative cooperation are making good things happen.”

At the conclusion of his remarks, President Clinton sat down for an on-stage interview with Michael Greenberg, president of [SKECHERS](#), where they discussed importance of strong leadership, communication, service and social media within the global marketplace. After the event, Greenberg noted: “It was an incredible honor to sit down for a conversation with President Clinton this afternoon. His perseverance and commitment to action through the Clinton Foundation and beyond is an inspiration to all. The theme of the SKECHERS Global Conference this year was Innovate to Elevate and the President’s message about institutionalizing constant change in a positive way speaks strongly to our company, our culture and everyone who has helped make [SKECHERS](#) a success story around the world.”

Adding to the motivational themes of the day, the conference also featured an appearance by elite runner Meb Keflezighi, who was wearing Skechers GOMeb Speed 3 shoes when he

became the first American male in over three decades to win the Boston Marathon.

*Matt Powell, April 2014 Footwear Overview

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 via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company's international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. 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 growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, and its planned opening of new stores, 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 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; consumer preferences and rapid changes in technology in 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, 2013 and its quarterly report on Form 10-Q for the three months ended March 31, 2014. 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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