

February 2, 2016



SKECHERS Receives Company of the Year and Design Excellence Awards from Footwear Plus

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), today announced that it has been named 2015 Company of the Year and honored with a design excellence award in the Athleisure category from trade publication *Footwear Plus*. This marks the seventh time that SKECHERS has received the top honor for Company of the Year, and its eighth Plus Award for footwear design excellence.

Created by *Footwear Plus* and co-sponsored by the Fashion Footwear Association of New York (FFANY), the 17th Annual Plus Awards were nominated and voted on by thousands of footwear retailers and consumers nationwide in recognition of the industry's most compelling product offerings.

"I am honored [SKECHERS](#) has received two Plus Awards that reflect our tremendous success and achievements this past year," said SKECHERS president Michael Greenberg. "We operate in a highly competitive industry, so being named Company of the Year for consecutive years and seven times overall is a testament to the ongoing strength of our brand along with our ability to deliver footwear that consumers around the world desire most. And with athleisure being one of the hottest trends in the market today, we're thrilled to receive a Plus Award for design excellence in this trend-forward category as well. With many innovative new products in the pipeline, we will continue to build on this momentum in 2016."

"Since SKECHERS won their first Plus Award in 2000, they have demonstrated remarkable growth, tenacity and evolved into an industry leader with a global footprint," added Greg Dutter, Editorial Director of *Footwear Plus*. "Their ability to identify trends in the market and rapidly deliver footwear that consumers love to wear has contributed to SKECHERS' tremendous success this past year. Brands that can effectively evolve in a rapidly changing market will rise to the top, and SKECHERS has demonstrated they understand what it takes to achieve greatness in their industry."

Previous *Footwear Plus* honors for [SKECHERS](#) include the Company of the Year Award in 2005, 2006, 2008, 2009, 2010, and 2014, and Plus Awards for Design Excellence in 2000 for Young Women's Fashion; in 2001 for Women's Streetwear; in 2005 and 2006 for Men's Streetwear; in 2002 for Kids' Fashion, and in 2013 for the Running and Children's categories.

SKECHERS offers two distinct footwear categories: a lifestyle division which includes comfort-focused, trend-right product for men, women and kids, and the Skechers Performance Division which offers Skechers GOrun and Skechers GOwalk footwear.

Celebrity brand ambassadors for SKECHERS' collections include boxing champion Sugar Ray Leonard, legendary drummer Ringo Starr, multi-platinum recording artist Demi Lovato, Grammy-nominated singer and songwriter Meghan Trainor, model and actress Kelly Brook,

and TV personality Brooke Burke-Charvet. In addition, elite runners Meb Keflezighi and Kara Goucher as well as pro golfers Matt Kuchar, Colin Montgomerie, Belén Mozo, and Billy Andrade represent the Skechers Performance Division.

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 120 countries and territories worldwide via department and specialty stores, more than 1,200 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 13 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 growth, financial results and operations, its development of new products, future demand for its products and growth across the Company's three main business channels and globally, its planned expansion and opening of new stores, advertising and marketing initiatives, and the conclusion of legal matters. 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, 2014 and its quarterly report on Form 10-Q for the quarter ended September 30, 2015. 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.

SKECHERS USA, Inc.
Jennifer Clay, 310-937-1326

Source: SKECHERS USA, Inc.