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Skechers Performance™ GO GOLF Athlete Matt Kuchar Brings Home Bronze for the United States*

Kuchar Finishes Strong, Proudly Representing the U.S. in Rio

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance™—a division of SKECHERS USA Inc. (NYSE:SKX), welcomes home Skechers GO GOLF® ambassador Matt Kuchar, who represented the United States and finished with a bronze medal in the Men's Individual Golf on Sunday, August 14, 2016. After a 112-year absence from the games, 60 athletes from around the world, including four Americans, set their sights on the historic moment to compete at the Campo Olimpico de Golfe. Kuchar was the only American to return home with a medal.



Matt Kuchar wearing Skechers GO GOLF footwear. (Photo: Business Wire)

accomplishment.”

“To hear my name announced as an Olympian was a surreal moment, and I’ll admit, there were a few more butterflies,” said the 38-year old Kuchar. “We play the sport every day, but this absolutely felt different. To be able to represent my country and to bring home a medal for the United States is the proudest moment of my career.”

Kuchar’s final day on the Rio course was one to remember, as he played the round of his life. An eagle and six birdies helped propel him to a tournament-tying record 63, one stroke out of the silver medal position and three back from gold.

“Matt encompasses what it means to be a true champion and we are thrilled to have him represent not only Skechers Performance, but the United States,” said Michael Greenberg, president of SKECHERS. “It was an inspiring moment watching him make the podium in Rio and we are so incredibly proud of his

Known as one of the most consistent players on the PGA Tour® over the past 12 years, the Georgia resident was tapped by Skechers Performance as a brand ambassador and to help design Skechers GO GOLF footwear, including the shoes he wore on the course in Rio. Kuchar is joined by additional world-class golf champions who make up the Skechers GO GOLF elite team: Ashlan Ramsey, Billy Andrade, Colin Montgomerie, Belen Mozo and newcomer Russell Knox.

Skechers GO GOLF has achieved prominence in the golf industry since launching nearly four years ago, and the footwear is known for its lightweight designs, high quality comfort, and superb stability. To learn more about Skechers Performance visit GOSkechers.com or follow on Facebook (facebook.com/SkechersPerformance), Twitter (twitter.com/skechersGO) and Instagram (instagram.com/skechersperformance). Skechers GO GOLF footwear is available at Skechers retail stores, select retail partners including golf pro shops and online at Skechers.com.

*SKECHERS USA, Inc. and Skechers Performance are not sponsors of the 2016 Olympics or any Olympic events.

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 1,410 SKECHERS Company-owned and third-party 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 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 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, the completion of the expansion and upgrade of the Company's European Distribution Center, 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; 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, 2015 and its quarterly report on Form 10-Q for the three months ended June 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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