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Skechers Honors Manhattan Beach with Two Downtown Mosaics from Acclaimed Artist

Rachel Rodi Personalizes the Company's Heritage Store in Honor of its Hometown

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Manhattan Beach-based brand [Skechers USA, Inc.](#) (NYSE:SKX) recently commissioned renowned mosaic artist Rachel Rodi to create two intricate stained glass mosaics in tribute to its hometown. The mosaics were installed along the newly renovated heritage Skechers store, and were unveiled to the community at its grand opening celebration this week.



Skechers Unveils Mosaics in Tribute to the Manhattan Beach Community
(Photo: Business Wire)

“Manhattan Beach has been at the heart of the Skechers brand throughout our entire 26-year history – from our first days designing utility shoes in a beach house, to our current corporate offices,” said Michael Greenberg, president of Skechers. “This incredible community has fostered and supported our growth, every step of the way – and we wanted to

thank its residents with vivid art pieces that reflect the remarkable beauty of this wonderful town.”

Located in the cultural center of Downtown Manhattan Beach, the large-scale mosaics total 230 square feet of outdoor art depicting the city: an abstract interpretation of Manhattan Pier’s sunsets on Manhattan Avenue, and an underwater gallery highlighting the region’s unique sea life on Manhattan Beach Boulevard, in honor of the Roundhouse Aquarium.

“This is the first dual-sided mosaic installation that I have had the pleasure of creating on a retail store, and once I met with Skechers, I instantly understood why they call Manhattan Beach home,” added Rachel Rodi, who attended the unveiling. “It was an opportunity to share two personal stories about Manhattan Beach: to foreshadow its iconic pier down the hill, and celebrate the local sea life that is celebrated in the town’s Roundhouse Aquarium.”

Mr. Greenberg established the Harrison Greenberg Foundation Roundhouse Aquarium Beautification Project (<http://roundhouseaquarium.org/>) and is working with the City of

Manhattan Beach to revitalize the town's landmark Roundhouse Aquarium at the end of the pier, restoring its renowned architecture as it transforms its facilities into a groundbreaking interactive aquarium for future generations.

Just a few feet from its original location in 1994, the Company's original store has also been updated to reflect Manhattan Beach's iconic look – with a newly expanded exterior designed to appear as three separate shops to maintain the town's village atmosphere. Now approximately 4,800 square feet, the new flagship store will be state of the art – a mid-century modern audio/video showcase offering dedicated Skechers lifestyle and performance shops, a fitting room for the brand's growing apparel division, and diverse collections for men, women and children.

The Skechers heritage store featuring Rachel Rodi's mosaics is located at 1121 Manhattan Avenue, Manhattan Beach, CA 90266. Patrons can view Rodi's famed art collections at www.rachelrodi.com and <http://www.rachelrodi.com/blog/>.

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 and over 170 countries and territories worldwide via department and specialty stores, 2,570 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 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, Skechers' 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 challenging consumer retail markets in the United States; 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 Skechers' annual report on Form 10-K for the year ended December 31, 2017. The risks included here are not exhaustive. Skechers 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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