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Skechers Set to Outfit Top Women Golfers as Official Footwear Partner of 2019 European Solheim Cup Team

LONDON--(BUSINESS WIRE)-- Skechers has been named the official footwear sponsor of the European Solheim Cup Team for the 2019 tournament in Gleneagles, Scotland. At the heart of this partnership is a special Skechers GO GOLF Pro 2™ Solheim Cup colorway that will be exclusively worn by a selection of Team Europe women. In addition, caddies, coaches, and officials will be outfitted in Skechers footwear at the September tournament.

"It's a pleasure to partner once again with the European Solheim Cup Team," said Marvin Bernstein, managing partner of Skechers S.à.r.l. "From the pros winning tournaments in Skechers GO GOLF® to the casual players who wear our award-winning footwear on the course, golfers everywhere have come to love the innovative designs and unparalleled comfort we deliver in every pair. We're confident that competing in Skechers GO GOLF will help the European women play their best game."

"We are delighted to join with Skechers as our Official Footwear Partner for the 2019 European Solheim Cup team," said European Solheim Cup director Polly Clark. "The styling, performance and comfort the brand offers made the selection process an easy one."

European Solheim Cup captain Catriona Matthew said: "I love to wear Skechers GO Golf as the footwear is so comfortable, which is especially important at The Solheim Cup, where the players can walk up to five rounds in three days. I know that the shoes will perform in all conditions and that the players will be able to focus totally on their games."

Known for its lightweight, high-quality, stable and comfortable designs, Skechers Performance GO GOLF has achieved prominence within the golf category alongside the brand's award-winning running, walking and training collections. The Skechers Performance GO GOLF apparel line offers athletes comfort and freedom of movement through a wide assortment of styles constructed with innovative moisture-wicking fabrics in a variety of colors for both men and women.

The roster of elite golfers wearing Skechers GO GOLF on tour includes Colin Montgomerie, Russell Knox, Matt Kuchar, Brooke Henderson, Wesley Bryan, and Billy Andrade. Skechers Performance GO GOLF is available at select Skechers retail stores and skechers.com as well as select retail partners, including specialty golf pro shops.

About Skechers U.S.A., Inc.

Based in Manhattan Beach, California, Skechers (NYSE:SKX) 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, more than 3,060 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, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

About the Solheim Cup

The Solheim Cup combines the tradition and prestige of the game of golf with passion for one's country and continent. This biennial, trans-Atlantic team match-play competition features the best European players from the Ladies European Tour (LET) and the best U.S. players from the Ladies Professional Golf Association (LPGA) Tour. The Solheim Cup is named in honour of Karsten Solheim, the founder of Karsten Manufacturing Corporation, which makes PING golf equipment. In 1990, the Solheim family, in conjunction with the LET and the LPGA, developed the concept and became the title sponsor for the Solheim Cup, professional golf's international match-play competition for women. Today, the global partners of The Solheim Cup are PING, Scotland, The Home of Golf, and Rolex. Held every two years, the event has grown into the most prestigious international women's professional golf team event. The Solheim Cup is the most highly coveted trophy in women's professional golf team competition; some of the most memorable moments in the sport have happened during past Solheim Cups and berths on the European and

U.S. teams are highly sought-after by players from both organisations. The 2017 Solheim Cup took place on August 14-20, at Des Moines Country Club in Iowa, United States. The U.S. Team retained the coveted Waterford Crystal trophy by 16 ½ to 11 ½ points. For more information log on to www.solheimcup.com.

About EventScotland

EventScotland is working to make Scotland the perfect stage for events. By developing an exciting portfolio of sporting and cultural events EventScotland is helping to raise Scotland's international profile and boost the economy by attracting more visitors. For further information about EventScotland, its funding programmes and latest event news visit www.EventScotland.org. Follow EventScotland on Twitter [@EventScotNews](https://twitter.com/EventScotNews).

EventScotland is a team within VisitScotland's Events Directorate, the national tourism organisation which markets Scotland as a tourism destination across the world, gives support to the tourism industry and brings sustainable tourism growth to Scotland. For more information about VisitScotland see www.visitscotland.org or for consumer information on Scotland as a visitor destination see www.visitscotland.com.

About the Ladies European Tour

The Ladies European Tour (LET) is headquartered at the Buckinghamshire Golf Club near London and celebrates women's golf on a global stage. Since its formation in 1978, the Ladies European Tour has crowned more than 250 different winners and 700 championship trophies have been lifted as players from nearly 30 different countries have won on the Tour. The LET operates tournaments across the continents and The Solheim Cup, which has been played 15 times biannually since 1990, has become one of the biggest female sporting events in the world. The LET Access Series is the official developmental tour and bridges the gap from amateur to professional golf, giving young players the opportunity to gain valuable competitive experience and progress onto the main professional tour.

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, 2018 and its quarterly report on Form 10-Q for the three months ended March 31, 2019. 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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Brett Worth
brettw@eu.skechers.com
01707 655 955

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