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Skechers Performance Returns as Title Sponsor of the Los Angeles Marathon with the Launch of the Road to Los Angeles Initiative

Skechers Performance Hosts Over 60 Runners from Around the Globe to Experience the Iconic “Stadium to the Sea” Course

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance™, a division of SKECHERS USA, Inc. (NYSE:SKX), returns as the title sponsor of the Los Angeles Marathon with new activations and a footwear and apparel collection that encapsulates the city. This year, Skechers Performance launched Road to Los Angeles—a global marketing initiative that offered Skechers international partners the opportunity to partake in the marathon with a VIP experience. The response was fantastic. In total, Skechers Performance will host over 60 runners from 35 countries to race the iconic “Stadium to the Sea” course.



The limited edition Skechers GOmeb Razor. Part of the official 2017 Skechers Performance Los Angeles Marathon footwear collection. (Photo: Business Wire)

Road to Los Angeles was created in order to further global awareness of the Skechers Performance Los Angeles Marathon and bring brand-awareness to consumers in Skechers' international markets. The team includes seasoned athletes such as: Kavita Tungar, who holds the current 10K national record in India; first time marathoners Sophie Geoffrion and Chloe

Rochette from Canada who own a health and wellness company called Happy Fitness; as well as media personalities and icons including Zarelda Goh, Editor of *Shape* magazine in Singapore; Gerald Anderson, actor, producer and triathlete from the Philippines and Chan Kwok Keung, who is known for popularizing trail running in Hong Kong and has taught over 3,000 students in the past 20 years - free of charge. Skechers Performance is capturing the

runners' journeys as they train for the marathon on SkechersGOrunLA.com and via each runners' social channels using the hashtag, #GORUNLA.

"Our inaugural title sponsorship of the 2016 Los Angeles Marathon was extremely successful, and this year, we wanted to build on our record-setting international growth by creating an experience for as many international partners as possible," said Rick Higgins, SVP, Merchandising/Marketing, Skechers Performance. "As a global brand, the Road to Los Angeles campaign is bringing together not only the Skechers international community, but also the running community, with one remarkable race experience here in Los Angeles. Watching people from all different walks of life and various running experience levels train for the marathon has been exciting—they really have embraced the DNA of the Skechers Performance brand."

Furthermore, Skechers Performance will debut the official race merchandise—including the limited edition footwear and apparel—on Skechers.com on March 1, 2017. The Los Angeles collection consists of top styles from the spring 2017 footwear line including the award-winning Skechers GOMeb Razor, the Skechers GOrun Ride 6, and the Skechers GOrun Forza 2.

Skechers Performance is also launching an additional style in a very limited release, which will only be available at the Skechers Performance official race merchandise booth – the GOrun Forza 2 OMG model. This style has a bold "Los Angeles" graphic across the shoe from heel to toe.

Finally, Skechers Performance will have an expanded official race apparel collection including technical run shorts, leggings and tops, as well as casual tee shirts and run accessories including run belts, hats and water bottles. All Skechers Performance official race merchandise will be available at the Skechers Performance Los Angeles Marathon Expo, which is open to the public at the Los Angeles Convention Center March 17th and 18th 2017. Limited edition items will also be available for purchase online at Skechers.com and at select Skechers retail stores.

To follow the Skechers Performance Los Angeles Marathon runners and read more about their journey visit SkechersGOrunLA.com.

To learn more about Skechers Performance visit GOSkechers.com and follow us on Facebook (facebook.com/SkechersPerformance), Twitter (twitter.com/skechersGO) and Instagram (instagram.com/SkechersPerformance).

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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 160 countries and territories worldwide via department and specialty stores, more than 2,012 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, 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, 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, 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.

About Conqur Endurance Group

Conqur Endurance Group, a subsidiary of McCourt LP, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles Marathon is among the largest marathons in the country with more than 25,000 participants, thousands of volunteers and hundreds of thousands of spectators. The "Stadium to the Sea" course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. In addition to the marquee event, Conqur Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and recently added the Pasadena Half Marathon & 5K at the Rose Bowl, with the inaugural event slated for January 22, 2017. For more information, please visit www.goconqur.com.

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