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Skechers' BOBS for Dogs Campaign Helps 583,000+ Animals

Footwear Company Donates More Than \$3 Million to Best Friends Animal Society to Find Forever Homes for Shelter Pets

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- More than half a million animals are howling their thanks at Skechers. Through the Company's philanthropic BOBS from Skechers and BOBS for Dogs collections, it has helped 583,000 shelter pets in the United States, including saving the lives of more than 241,000 animals nationwide through its \$3 million donation to Best Friends Animal Society, the only national animal welfare organization dedicated exclusively to ending the killing of dogs and cats in America's shelters.



Skechers' BOBS for Dogs and Best Friends Animal Society partnership has helped more than 583,000 shelter pets in the United States, including an Austin Super Adoption to clear shelters after Hurricane Harvey. (Photo: Business Wire)

"It's been incredibly gratifying to establish the BOBS collections as a beloved part of our brand," said Michael Greenberg, president of Skechers. "BOBS for Dogs is very personal for us – many of our employees have rescued dogs, with some through Best Friends directly. It's wonderful to see that we haven't just created styles that people love to wear, but that these shoes, and now our BOBS apparel, are having a very real impact on the hundreds of thousands of animals who have left shelters across the country for loving homes."

Along with saving the lives of shelter animals, Best Friends has used Skechers' contributions to find forever homes for 5,490 pets at Skechers-sponsored Super Adoption events; spay and neuter 328,000 pets; transfer more than 25,000 shelter animals to Best Friends' regional

programs; and help nearly 12,000 kittens at its nurseries. The Company's funds have also supported the organization's efforts in Los Angeles, currently on track to become the nation's largest no-kill city in 2018; helped launch its first Pet Adoption Center in New York; and maintain its Utah sanctuary which houses more than 1,600 animals. BOBS for Dogs' wide-ranging Best Friends initiatives have included a limited edition co-branded footwear collection and a BOBS Roving Rescue bus to help transport shelter pets to their forever homes.

Skechers continues to raise donations through its iconic casual collection, which features popular shelter pets, cartooned animal mosaics and world-famous animal personalities – as well as select apparel from its recently launched animal-themed casual and sleepwear collections.

For each pair of specially packaged BOBS from Skechers shoes and BOBS T-shirts sold online and in retail stores throughout the United States, twenty-five cents is donated to Best Friends to help save shelter animals' lives across the country. To learn more, follow BOBS from SKECHERS on Facebook (facebook.com/BOBSfromSKECHERS), Twitter (twitter.com/BOBS_SKECHERS), Instagram (instagram.com/BOBS_SKECHERS) and Pinterest (pinterest.com/BOBSfromSKECHERS), or visit www.BOBSfromSKECHERS.com.

About Best Friends

Best Friends Animal Society is a leading national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters. In addition to running lifesaving programs in partnership with more than 2,200 animal welfare groups across the country, Best Friends has regional centers in New York City, Los Angeles, Atlanta and Salt Lake City, and operates the nation's largest no-kill sanctuary for companion animals. Founded in 1984, Best Friends is a pioneer in the no-kill movement and has helped reduce the number of animals killed in shelters nationwide from 17 million per year to about 1.5 million. That means there are still more than 4,100 dogs and cats killed every day in shelters, just because they don't have safe places to call home. We are determined to get that number to zero by the year 2025. Working collaboratively with shelters, rescue groups, other organizations and you, we will end the killing and Save Them All. For more information, visit bestfriends.org. To become a fan of Best Friends on Facebook, go to Facebook.com/bestfriendsanimalsociety. Follow Best Friends on Twitter (@BestFriends) and Instagram (@BestFriendsAnimalSociety).

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 170 countries and territories worldwide via department and specialty stores, 2,715 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 www.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 the Company's annual report on Form 10-K for the year ended December 31, 2017, and its quarterly report on Form 10-Q for the three months ended June 30, 2018. 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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