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Skechers Performance™ Locks in Multi-Year Sponsorship Extension With Pro Golfer Matt Kuchar

Kuchar Will Continue Representing Skechers GO GOLF® on Tour and is Set to Debut the New GO GOLF Pro 2™ This Week

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance™—a division of Skechers USA, Inc. (NYSE:SKX)—announces the multi-year contract extension with professional golfer Matt Kuchar. In addition to representing Skechers GO GOLF® on the PGA TOUR and in Skechers GO GOLF global marketing campaigns, he will also continue working closely with the company developing new golf footwear.



Skechers GO GOLF Pro 2

worn.”

“Working with Skechers Performance has been extremely rewarding,” said Kuchar. “Their team has been a creative force and is on the cutting edge of design, bringing me the best footwear possible and keeping me at the top of my game. The shoes I wear need to be stable and secure on the green, and Skechers Performance has that perfect balance, giving me the highest functionality while remaining the most comfortable golf shoes I’ve ever

A seven-time PGA TOUR champion, Kuchar has played an integral role in the technical development of Skechers GO GOLF footwear and has brought significant awareness to the overall golf division. Kuchar launched the Skechers GO GOLF Pro with a comedic series of TV spots titled “GOLF Tips with Matt Kuchar,” which gained the industry’s attention and won

the International Network of Golf (ING) 2015 Industry Honors award. He has since followed up with a new campaign titled “GOLF SCHOOL” that includes several of Skechers Performance golf pros: Belén Mozo, Billy Andrade, and Colin Montgomerie.

“Our partnership with Matt has been invaluable in growing our golf business,” said Rick Higgins, Senior Vice President, Merchandising/Marketing, Skechers Performance. “His input on developing the footwear has helped us build some of the most competitive golf shoes on the market and on top of that, he is a first-class guy to work with. We’ve had a lot of fun shooting our GOLF SCHOOL commercial spots with him – they allow everyone to see that great side of Matt’s personality.”

Spectators will get a first look at the new spring 2017 Skechers GO GOLF Pro 2™ this week, as Kuchar steps up to tee off. He will debut the model—as will Skechers Performance pro and 2016 PGA TOUR winner Russell Knox. The Skechers GO GOLF Pro 2 merges Skechers Performance’s innovative comfort and technology and features Skechers Performance’s new 5GEN midsole foam cushioning and a new dual density outsole with an integrated grip technology to provide stability through the athlete’s swing. The Skechers GO GOLF Pro 2 will be available in two waterproof leather uppers, giving the golfer an upgraded premium option. It will be released to consumers later this year.

Skechers GO GOLF has become known for its innovative designs, high quality comfort, shock-absorbing midsole and superb stability. The footwear is available at select retailers including golf pro shops, as well as online at skechers.com.

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 1,340 SKECHERS 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 13 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. 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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