

November 4, 2019

SKECHERS

Skechers Performance™ Elite Legend Colin Montgomerie Wins Invesco QQQ Championship

*Montgomerie Wins in Playoff After Shooting Tournament Course-Record Round to
Capture Seventh Career Senior Tour Victory*

MANHATTAN BEACH, CA – November 4, 2019 – Skechers celebrates European golf legend Colin Montgomerie’s win at the Invesco QQQ Championship at Sherwood Country Club in Thousand Oaks, CA. Montgomerie, who competes in Skechers GO GOLF footwear and Skechers-branded apparel, came from five shots behind after shooting a tournament course-record 63 on the last round to enter and win a playoff in a dramatic victory. He’s now ranked fourth on the PGA TOUR Champions leaderboard with a shot at the Charles Schwab Cup Championship this weekend in Phoenix.



Skechers GO GOLF athlete Colin Montgomerie celebrates his win at the PGA TOUR Champions Invesco QQQ Championship in Thousand Oaks, CA.

recognizable and endearing athletes, Colin Montgomerie is a true statesman of golf. Known affectionately to millions around the world as “Monty,” Montgomerie is one of Britain’s most admired sportsmen having held center stage in numerous tournament victories with career

“It was an exciting final day, and I felt great in that last round coming back from the eighth position. Then in the playoff, the bunker gave my opponent trouble, so there was also some luck on my side,” said Colin Montgomerie. “There’s nothing like a win, and I’m happy to be supported on and off the field by so many, including Skechers and its comfortable and reliable golf shoes. I’m ready to make a run for the Championship.”

As one of his generation’s most

highlights including two-time Senior Major winner, eight-time European Order of Merit winner, and winning Ryder Cup team captain. He rose to fame in the 1990s during an unprecedented seven-year run as Europe's number one player and has earned more prize money than any British golfer in history.

"We couldn't be more thrilled to be part of Colin Montgomerie's latest win as he gets closer to the Charles Schwab Cup finale," said Michael Greenberg, president of Skechers. "Colin is a legend among legends. To see him swinging that club with Skechers on his sleeve and earning a tournament course record in Skechers GO GOLF is integral to building awareness for the brand within the golf community. We know how much this incredible achievement means to his fans and Skechers Performance will be there with him on tour looking for the next one."

Montgomerie joined the Skechers Performance team in 2015, wears Skechers GO GOLF footwear and apparel on tour and has been featured in ongoing marketing campaigns for the brand. This weekend he competed in Skechers GO GOLF Elite 4™ footwear. 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, and is the official shoe of the Charles Schwab Cup Championship.

Skechers Performance GO GOLF is available at Skechers retail stores and skechers.com as well as select retail partners including specialty golf pro shops.

About Skechers USA, 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 3,300 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](#).

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 June 30, 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 we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or operations 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.

Jennifer Clay
SKECHERS USA
jennc@skechers.com
(310) 937-1326

Source: Skechers USA, Inc.