

April 21, 2014



Meb Wins 2014 Boston Marathon Wearing Skechers Performance Division Footwear

Top American Elite Runner Sets New Personal Record at Emotional Boston Strong Event

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- The [Skechers Performance Division](#) congratulates elite athlete and Olympic medalist Meb as the men's winner of the 2014 Boston Marathon. Wearing the new Skechers GOMeb Speed 3 shoes, Meb broke his personal record with a time of 2:08:37, and is the first American male to win the Boston Marathon since 1983, and the first American since 1985.

Meb crossing the finish line in his signature Skechers GOMeb Speed 3 shoes for the win at the 2014 Boston Marathon. (Jim Rogash / Getty Images)

"A year ago I decided I wanted to win the 2014 Boston Marathon for the people of Boston and for the U.S.," said Meb. "When the Red Sox put the World

Series trophy at the Boston Marathon finish line during the victory parade last year, I was inspired more than ever to come back and win. With the support of the Skechers Performance Division by my side every step of the way, today I have won for the city of Boston, and for the entire U.S."

"This is a very significant win for both Meb and the [Skechers Performance Division](#), but also, and more importantly, for Boston and America," said Rick Higgins, Vice President of Merchandising & Marketing for the Skechers Performance Division. "We are so proud of Meb and his monumental accomplishment on what was clearly a very emotional day. We could not think of a better Skechers Performance brand ambassador than Meb."

The Skechers Performance Division first signed Meb in 2011 to represent the [Skechers Performance Division](#) as it launched its new footwear line. Since that time, Meb has won more than five key races, including the U.S. Half Marathon Championship in Houston in January 2014, and the U.S. Olympic Trials in Houston in 2012. This past fall, Meb extended his contract with the Skechers Performance Division through 2016.

Skechers Performance Division athletic shoes are available for men and women at SKECHERS retail stores, select specialty run retailers and online at [Skechers.com](#). The new GOMeb Speed 3 will be available in fall 2014. Learn more about our products, athletes and much more on our new custom YouTube channel, [SkechersGOrun.com](#) and follow us on Facebook ([facebook.com/SkechersPerformance](#)), Twitter ([twitter.com/skechersGO](#)) and Instagram ([instagram.com/skechersperformance](#)).

For more information and interview opportunities, please contact Jolene Abbott at 310-318-3100 x4839 or jolene@skechers.com.

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE: SKX), based in Manhattan Beach, California, designs,

develops and markets a diverse range of footwear for men, women and children under the SKECHERS name. SKECHERS footwear is available in the United States via department and specialty stores, company-owned SKECHERS retail stores and its e-commerce website, and over 100 countries and territories through the company's global network of distributors and subsidiaries in Brazil, Canada, Chile, Japan and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com and follow us on Facebook (Facebook.com/SKECHERS) and Twitter (Twitter.com/SKECHERSUSA).

This announcement may contain forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or simply state future results, performance or achievements, and 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; 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, 2013. 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.

SKECHERS USA, Inc.
Jolene Abbott, 310-318-3100 x4839
jolenea@skechers.com

Source: SKECHERS USA, Inc.