

October 3, 2014



Skechers Performance Division Partners with American Cancer Society to Support the Fight Against Breast Cancer

Limited Edition "Awareness" Shoes Debut in Conjunction with In-Store Activation to Support October Breast Cancer Awareness Month

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance Division today announced a partnership with the American Cancer Society to support the organization's fight against breast cancer. The month-long breast cancer awareness program encompasses a limited-edition performance footwear line, retail activation, sponsorship of the American Cancer Society San Francisco Making Strides Against Breast Cancer Walk, as well as a single donation from Skechers Performance to the American Cancer Society. Skechers Performance will further support the initiatives via print, in-store and digital marketing.

Skechers Performance Division Supports American Cancer Society with Breast Cancer "Awareness" footwear line. (Photo: Business Wire)

"We're honored to be partnering with such an incredible organization such as

the American Cancer Society," said Michael Greenberg, president, SKECHERS USA.

"American Cancer Society is making great strides in the fight against breast cancer and Skechers Performance Division is proud to support the organization and to come together to further awareness of the campaign."

The limited-edition footwear line, aptly named "Awareness," features five top styles—GORun 3, GOwalk 2, GOwalk 2 Flash, GORun Sprint and GOfit. Designed in a soft heather gray and pale pink colorway, each shoe features the iconic breast cancer awareness pink ribbon and celebrates those who use sports and fitness to lead an active, healthy lifestyle. The line is available at SKECHERS retail stores, Skechers.com and at select SKECHERS retail partners throughout October.

Starting October 1 and continuing through October 31, all domestic SKECHERS retail stores will also participate in a register round-up program to offer customers the opportunity to support the American Cancer Society. During this time, customers may round up their purchase of any item(s) made in a SKECHERS retail store to the nearest whole dollar to benefit the American Cancer Society. For those who donate \$5 or more, a 20% coupon for their next visit will be offered. Additionally, SKECHERS retail stores are offering a gift with purchase for customers who purchase a pair of the limited-edition Awareness shoes.

Skechers Performance Division is also a participating sponsor of the American Cancer Society San Francisco Making Strides Against Breast Cancer Walk on Saturday, October 25, 2014 at Hellman Hollow Park. One of the largest Making Strides events in the nation, Skechers Performance will have an on-site presence and contribute a percentage of proceeds from the sale of Skechers Performance shoes that day to the American Cancer

Society.

The funds raised for American Cancer Society will support breast cancer research, help provide free information and services, and assist women in need to access mammograms.

“Countless loved ones continue to hear the words ‘you have breast cancer,’ but with the contributions of Skechers and their customers, we can help change the course of the disease,” said Daniela Campari, senior vice president of integrated marketing and revenue for the American Cancer Society. “Collaborations like this are critical in helping finish the fight and to maintain our life-saving work.”

To learn more about the American Cancer Society and their fight against breast cancer visit www.cancer.org or call 800.227.2345.

Learn more about Skechers Performance Division at SkechersGOrun.com and follow us on Facebook (facebook.com/SkechersPerformance), Twitter (twitter.com/skechersGO) and Instagram (instagram.com/skechersperformance).

For more information and/or images please contact Jolene Abbott at 310.318.3100 x4839 or jolenea@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 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 growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, its planned opening of new stores, advertising and marketing initiatives, and the expansion and automation plans for the Company’s European Distribution Center. 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 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; consumer preferences and rapid changes in technology in 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 and its quarterly report on Form 10-Q for the three months ended June 30, 2014. 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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