

October 9, 2014



SKECHERS Named “Best of Manhattan”

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS](#), a multibillion-dollar company and global footwear industry leader based in Manhattan Beach, California, received the Best of Manhattan Award from the Manhattan Beach Chamber of Commerce at a special event honoring Manhattan Beach’s best business and community success stories for 2014.

Shade Hotel owner Michael Zislis presents the 2014 Best of Manhattan award to SKECHERS president Michael Greenberg. (Photo: Business Wire)

Winners across nine categories were announced at a ceremony held on October 2 at the Manhattan Beach Marriott.

[SKECHERS](#) was selected for the overall Best Business award among a group of nominees that included Manhattan Beach Marriott, Manhattan Beach Toyota, MBS Media Campus, and the Simms Restaurant Group.

“SKECHERS has been lucky to call Manhattan Beach our home for 22 years. We established roots by opening the first SKECHERS retail store here in 1995 and have since grown to become a globally recognized brand and the second largest footwear company in America. It’s a privilege giving back as an active member of the Manhattan Beach community that we love so much,” said Michael Greenberg, president of [SKECHERS](#).

“Ultimately it’s the welcoming people and businesses that make this town unlike any other. We are honored to be this year’s Best of Manhattan recipient and thankful to be a part of the fabric of Manhattan Beach. Everyone at SKECHERS looks forward to continuing our leadership and involvement in this community for many years to come.”

SKECHERS has been a longtime sponsor of local Manhattan Beach events including the annual Pumpkin Races held in October and the popular Holiday Fireworks show in December. And on October 26, the Company will produce the sixth annual [SKECHERS Pier to Pier Friendship Walk](#) which has raised nearly \$3 million to benefit children with special needs and education. For the 2014 walk, SKECHERS is on target to raise more than \$1.2 million in funds to support [The Friendship Circle](#) and numerous education foundations. Additionally, the SKECHERS Foundation develops community and after-school programs for local students, including classes with SKECHERS shoe designers held at the Company’s corporate headquarters in Manhattan Beach.

[SKECHERS](#) also helps children on a global scale through the BOBS from SKECHERS charitable footwear collection. Since the BOBS program launched in 2011, more than nine million pairs of new shoes have been donated to kids in need across the United States and around the world.

SKECHERS offers an assortment of more than 3,000 lifestyle and performance footwear styles for men, women and kids that appeal to consumers across six continents. The Company raises awareness for its collections through celebrity endorsees that currently include: multi-platinum recording artist Demi Lovato, model and actress Kelly Brook, TV personality Brooke Burke-Charvet, country music star Danielle Bradbery, legendary quarterbacks Joe Montana and Joe Namath, as well as baseball stars Pete Rose and

Mariano Rivera. In addition, Boston Marathon winner Meb Keflezighi, elite runner Kara Goucher, and pro golfer Matt Kuchar represent the Skechers Performance Division.

About SKECHERS USA, Inc.

SKECHERS USA, Inc. (NYSE:SKX), 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 via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company's international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. For more information, please visit 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, 2012 and its quarterly report on Form 10-Q for the three months ended June 30, 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.
Jennifer Clay, 310-937-1326

Source: SKECHERS USA, Inc.