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SKECHERS Named Company of the Year by Footwear News

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), a global leader in the footwear industry, today announced that it has been named 2014 Company of the Year by the leading trade publication *Footwear News* in its annual FN Achievement Awards. This prestigious honor follows *Footwear News* naming Skechers GO as Brand of the Year at the awards in 2013.

"We are truly honored to be named Company of the Year by *Footwear News*. When SKECHERS first won this top award in 1998, we felt the Company was in an incredible position with great growth potential as a leader in the lifestyle footwear world," began Michael Greenberg, president of [SKECHERS](#). "That proved to be true, but 16 years later SKECHERS is a different brand and company. We have redefined our brand with innovative lines that make comfort stylish, and our global sales driven by our in-demand footwear—coupled with this Company of the Year recognition—is a testament to the entire organization that has made this happen, as well as our supportive partners around the world."

"SKECHERS continues to demonstrate complete mastery of the marketplace by offering the right product at the right price at the right time," said Michael Atmore, Editorial Director, [Footwear News](#). "A strong management team and powerful numbers reflect a tightly run organization that knows how to mine every opportunity in a rapidly changing retail environment."

"With three consecutive record quarters, SKECHERS is on track to reach a new annual revenue record for 2014. This is due to our diverse product offering and on-target marketing that has lead to growth in our domestic and international wholesale businesses plus our Company-owned retail business," said Robert Greenberg, CEO of [SKECHERS](#). "We are designing the most innovative collection of footwear in the Company's history. We have a respected and recognized group of celebrities that are now supporting our brand – from sports legends like Joe Namath and Meb Keflizighi, to music powerhouses like Demi Lovato and Ringo Starr, among others. We are proud of all that we have achieved, but we believe this is just the beginning. We won't be resting on the laurels of this success as we plan to continue running full throttle across the board to make 2015 our best year ever."

[SKECHERS](#) offers two distinct footwear categories: a lifestyle division which offers comfort-focused trend-right product for men, women and kids including Relaxed Fit®, Skechers Memory Foam footwear and the philanthropic line BOBS from SKECHERS, and the Skechers Performance Division which includes Skechers GORun and Skechers GOwalk footwear.

Celebrity product endorsees for SKECHERS' collections include legendary drummer Ringo Starr, multi-platinum recording artist Demi Lovato, model and actress Kelly Brook, TV personality Brooke Burke-Charvet, legendary quarterbacks Joe Montana and Joe Namath, baseball stars Pete Rose and Mariano Rivera, as well as *The Voice* winner Danielle

Bradbery. In addition, elite marathon champion and 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 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, backlogs and 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; 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, and its Form 10-Q for the quarter 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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