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Skechers Performance Expands its Growing Roster of Elite Athletes with its Newest Brand Ambassador LPGA Golf Pro Belén Mozo

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance is proud to announce LPGA Golf Pro Belén Mozo has joined Skechers Performance GO GOLF as its newest brand ambassador. Mozo will be featured in upcoming global marketing campaigns and will have direct design influence on a custom footwear style to release late 2015. Mozo joins Skechers Performance elite athletes including PGA golfer Matt Kuchar, America's number one marathoner Meb Keflezighi and world-class runner Kara Goucher.

LPGA Golf Pro Belén Mozo for Skechers GO GOLF (Photo: Business Wire)

"I'm so excited to join the Skechers Performance family," said Belén Mozo. "They put the same energy and passion into designing a great shoe as I do toward

elevating my game. The golf shoes are highly technical and athletic, but also comfortable and colorful, which make them the perfect fit for my lifestyle and personality."

"Belén Mozo is a born competitor, and we couldn't be more thrilled to have her join Skechers GO GOLF as our first female brand ambassador as we grow this division," said Rick Higgins, vice president of merchandising/marketing for Skechers Performance. "As with all of our athlete integrations, she has been instrumental in the development of the women's GO GOLF range including her own custom Skechers GO GOLF Blade to release later this year."

Born in Cadiz, Spain, Mozo began golfing at eight years old and continued her amateur career at the University of Southern California, where she became a four-time NCAA All-American. In 2006, she was the first player since 1972 to win the Women's British Amateur and the British Girls Amateur Championships in the same year. After turning pro in 2010, Mozo qualified for the LPGA Tour on her first attempt and has since gone on to become a rising star in women's professional golf. Mozo made a strong statement in 2014 when she led the Spanish team to victory at the inaugural LPGA International Crown.

Mozo added, "My Skechers GO GOLF shoes make me look good and feel good, and I know they will help me to perform and look my very best. I'm proud to be part of a team that shares my commitment to be the best. I'm thrilled to be able to apply my own feedback to help Skechers Performance create shoes that both casual and avid golfers will love."

Skechers Performance entered the women's golf market building off of the success of the GOwalk category. The women's GO GOLF collection includes a variety of styles that feature Skechers Performance groundbreaking GOwalk technologies and are enhanced with golf-specific performance innovations. Combining proprietary features such as Goga Mat™ Technology for high-rebound cushioning, GOimpulse™ Sensors with Resagrip™ for traction control and added water-resistant treatments, Skechers GO GOLF offers high-performance

golf shoes with the comfort Skechers Performance consumers know and trust. Additionally, the Skechers Performance team of athletes and ambassadors around the world directly influence design fit, function and aesthetics.

The Skechers Performance GO GOLF women's spring/summer 2015 collection will be on display at the PGA Show on January 21-23, booth number 2313. The latest line features new color offerings of GO GOLF category favorites and the introduction of new women's styles including the GO GOLF Kiltie.

Skechers GO GOLF is available at SKECHERS retail stores, select retailers including golf pro shops and online. Learn more at Skechers.com/golf and follow us on Facebook (facebook.com/SkechersPerformance), Twitter (twitter.com/skechersGO), YouTube (youtube.com/user/skechersperformance) and Instagram (instagram.com/skechersperformance). Skechers Performance offers an extensive collection of high-performance footwear spanning across multiple categories including golf, running, walking, training and trail. GO LIKE NEVER BEFORE.

For more information and interview opportunities 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 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 September 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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