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Skechers Performance Division Partners with Golf Legend Colin Montgomerie

Winning Ryder Cup Captain and Eight-Time European Order Of Merit Winner Signs On As Brand Ambassador for Skechers GO GOLF

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance Division announced today that European golf legend, Colin Montgomerie, joins Skechers Performance as brand ambassador for the Skechers GO GOLF line.

Colin Montgomerie wearing Skechers GO GOLF Pro
(Photo: Scott Halleran/Getty Images)

The multi-year partnership will feature the two-time Senior Major winner, winning Ryder Cup captain and eight-time European Order of Merit winner,

Montgomerie, in Skechers GO GOLF marketing and advertising campaigns spanning print, digital, outdoor and in-store mediums.

"We are extremely excited to announce the addition of Colin Montgomerie to the Skechers Performance Division as we continue to expand the Skechers GO GOLF platform," said Pete Youell, Managing Director, SKECHERS UK & IRELAND. "Partnering with Colin, a true champion and golf legend, is in line with our growth strategy for the Performance Division and he will play an integral role building our brand awareness amongst the golf community here in the UK, Ireland and across Europe."

"I'm pleased to be joining Skechers GO GOLF at such an exciting time for the company," said Colin Montgomerie. "I was not surprised when Skechers entered the golf market as they are known for making comfortable, top quality shoes. I spend a lot of time on my feet, both when I'm playing and when I'm practising, so shoes really matter to me and Skechers GO GOLF products really make a difference to my game."

"Colin brings a great deal of knowledge to our product development process," added Rick Higgins, SVP, Merchandising/Marketing, Skechers Performance Division. "We're pleased to partner with him on our Skechers GO GOLF line and Colin's insight will be valuable as we continue growing our golf business globally."

This announcement marks the fifth elite, high-profile professional athlete to join the Skechers Performance Division. Montgomerie will be joining the likes of PGA Tour Champion Matt Kuchar, LPGA Pro Belén Mozo, champion marathoner and Olympic medalist, Meb Keflezighi and elite distance runner, Kara Goucher.

Driven by messaging that builds on the success of the award-winning Skechers GOrun and GOwalk platforms, Skechers GO GOLF marketing initiatives will continue to emphasize a grassroots strategy with event sponsorships, product demonstrations and tradeshow to target the professional and recreational golf community.

Skechers Performance Division is known for developing products that combine high

performance technology and innovation with unparalleled comfort, and Skechers GO GOLF follows suit, bringing advanced footwear to the fairway that is built for functionality and comfort, on and off the green.

The success and expansion of the Skechers Performance Division comes at a time when SKECHERS USA, Inc. ranks as the second largest sports footwear brand in the U.S. (according to NPD Group), hitting historical revenues in the first quarter of 2015. SKECHERS USA, Inc. was also recently named “Vendor of the Year” by *SGI Weekly Intelligence* and “Company of the Year” by *Footwear Plus*.

Skechers GO GOLF shoes are available for men and women at SKECHERS retail stores, select retailers including golf pro shops, and online. Learn more at www.skechersgogolf.com and follow us on Facebook (facebook.com/SkechersPerformanceUK), Twitter (twitter.com/SKXPerformance) and Instagram (instagram.com/skechersperformance).

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 and over 120 countries and territories worldwide via department and specialty stores, more than 1,050 SKECHERS retail stores, and the Company’s e-commerce website. The Company manages its international business through a network of global distributors, joint venture partners in Asia, and 12 wholly-owned subsidiaries in Brazil, Canada, Chile, Japan and throughout Europe. 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, 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 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 economic, political and market conditions including the uncertainty of sustained recovery in Europe; 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 quarterly report on Form 10-Q for the three months ended March 31, 2015. 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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