

June 7, 2016



Skechers Performance Extends Partnership with the Chevron Houston Marathon and Aramco Houston Half Marathon

Skechers Performance to Remain the Official Footwear and Apparel Sponsor through 2019

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance, a division of SKECHERS USA, Inc. (NYSE:SKX), is pleased to announce a partnership extension with the Chevron Houston Marathon and Aramco Half Marathon. With the new deal, Skechers Performance will remain the official footwear and apparel sponsor of the Houston race through 2019.

Official Skechers Performance race merchandise at the Chevron Houston Marathon and Aramco Houston Half Marathon. (Photo: Business Wire)

The new agreement provides Skechers Performance with a larger footprint at the

Memorial Hermann IRONMAN Sports Medicine Institute EXPO, located at the George R. Brown Convention Center. The expanded booth space will allow Skechers Performance to display additional footwear styles as well as increase apparel offerings and provide participants with fun engagement activities. Skechers Performance will also have increased marketing during race weekend, which will include amplified brand visibility along the racecourse and branding at the nearby Hilton Americas Houston hotel. Furthermore, the Company will have a presence at We Are Houston RunFest on Discovery Green during race weekend, with consumer engagement and giveaways.

"Sponsoring the Chevron Houston Marathon has been a fantastic partnership," said Rick Higgins, SVP, Merchandising/Marketing, Skechers Performance. "It's a high quality race and over the years we've been able to meet and engage with countless runners to introduce our brand at a high level. We're proud to continue our sponsorship with the Houston Marathon Committee and be a part of the weekend event."

Each year, the official Skechers Performance line includes footwear and apparel to commemorate the Chevron Houston Marathon and the Aramco Houston Half Marathon with customized logos and corresponding color palettes. Additionally, Skechers Performance continues to support the Houston Marathon Foundation by outfitting 100 children with performance running shoes and tech shirts. The company will also design and provide the finisher shirts and outfit official race volunteers, the race committee, Hilton Americas Houston hotel staff, and the local ABC 13 news affiliate. Skechers Performance will further support awareness of the race via print, TV and digital marketing.

"Partnering with Skechers Performance and working with their team over the past three years has been an absolute joy, and we could not be more proud to announce this extension," said Wade Morehead, Executive Director of the Houston Marathon Committee

and Houston Marathon Foundation. “The Skechers Performance team does more each year to enhance the participant experience at our event with improved products, strong customer engagement, year-round event promotion, and first-class hospitality. We are truly excited to continue this partnership.”

Registration is open for the January 15, 2017 Chevron Houston Marathon and Aramco Houston Half Marathon and will remain open until all 27,000 entries are sold. To learn more about the marathon and to register, visit www.chevronhoustonmarathon.com.

Skechers Performance designs and manufactures innovative, technical, athletic footwear—including the new Skechers GOrun 4 – 2016™—which recently won the prestigious “Editor’s Choice” award from *Runner’s World* magazine. To learn more about Skechers Performance visit www.GOSkechers.com or follow on Facebook (facebook.com/SkechersPerformance), Twitter (twitter.com/skechersGO) and Instagram (instagram.com/skechersperformance).

For more information and interview opportunities please contact Jolene Abbott at 310.318.3100 x4839 or jolene@skechers.com.

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc., 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 160 countries and territories worldwide via department and specialty stores, more than 1,410 SKECHERS Company-owned and third-party 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 wholly-owned subsidiaries in Brazil, Canada, Chile, Japan, Latin America 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 domestic and international growth, financial results and operations including expected net sales and earnings, its development of new products, future demand for its products, its planned domestic and international expansion and opening of new stores, the completion of the expansion and upgrade of the Company’s European Distribution Center, and advertising and marketing initiatives. 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 annual report on Form 10-K for the year ended December 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.

About the Houston Marathon Committee, Inc.

Established in 1972, the Houston Marathon Committee, Inc. (HMC) annually organizes the nation's premier winter marathon, half-marathon, and 5K. Over 250,000 participants, volunteers and spectators make Chevron Houston Marathon Race Day the largest single-day sporting event in Houston. A founding member of Running USA, the HMC is an IAAF bronze level event that retained Gold Certification from the Council of Responsible Sport and was awarded the AIMS Green Award for industry-leading sustainability initiatives. Race Weekend generates over \$50 million in economic impact for the region annually. In 2016, the Run for a Reason Charity Program raised \$2.3 million, while the Houston Marathon Foundation supported youth and community running initiatives. Televised annually by broadcast partner ABC13, 2016 was the first time that the event was syndicated live nationally and internationally on ESPN3 and the Longhorn Network. Host to 16 U.S. Half Marathon Championships since 2005 and the 1992 women's Olympic Trials Marathon, the HMC also conducted the 2012 men's and women's U.S. Olympic Trials Marathon.

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Source: SKECHERS USA, Inc.