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Skechers Performance™ Signs LPGA Rising Star Brooke Henderson*

After Winning Her First Major at the 2016 KPMG Women's PGA Championship and Finishing with a Stellar Performance in Rio, Henderson is just Getting Started

LOS ANGELES--(BUSINESS WIRE)-- Skechers Performance™, a division of SKECHERS USA, Inc. (NYSE:SKX), announces today that LPGA rising star and World number three golfer, Brooke Henderson, will join the roster of elite Skechers GO GOLF athletes. The LPGA champion signed a multi-year global deal with Skechers Performance and will be featured in marketing campaigns for Skechers GO GOLF footwear.

Brooke Henderson wearing Skechers GO GOLF footwear. (Photo: Business Wire)

"From the moment I tried the shoes and tested them on the course, I immediately

loved the Skechers GO GOLF line," said Henderson, who is teeing it up this week at the Manulife LPGA Classic. "I can't think of a better fit for me and I'm excited for the opportunity to represent the brand. The exceptional product has really helped me with my game."

At 18 years old, Henderson returned home to her native Canada after a solid performance in Rio. One month prior to Rio, Henderson had her first Major win at the KPMG Women's PGA Championship on June 16, 2016. As an amateur in 2014, Henderson's 10th place tie for the 2014 Women's US Open quickly positioned her as the top ranking woman amateur golfer in the world at the age of 16. Since her professional debut in December of that same year, Henderson has continued to climb with a current rank of number three in the world.

"We really love Brooke's game, and her input is going to be so valuable," said Skechers Performance Senior Vice President Merchandising/Marketing, Rick Higgins. "She's just getting started, and we're thrilled to be partnering with her."

Henderson will be wearing Skechers Performance GO GOLF footwear as part of the sponsorship. Known for its innovative designs and award winning comfort, GO GOLF offers everyone from leisurely players to professional golfers a comfortable innovative shoe that can be worn on and off the course.

As Skechers Performance enters its fourth year with the GO GOLF line, Brooke Henderson is in excellent company, joining world-class golfers Matt Kuchar, Russell Knox, Colin Montgomerie, Billy Andrade, Belen Mozo, and Ashlan Ramsey who are Skechers GO GOLF ambassadors.

Skechers GO GOLF is available at Skechers retail stores, select retail partners including golf pro shops, and online at Skechers.com.

*SKECHERS USA, Inc. and Skechers Performance are not sponsors of the 2016 Olympics or any Olympic Events.

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 and its quarterly report on Form 10-Q for the three months ended June 30, 2016. 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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