

September 22, 2016



Skechers Performance Partners with Breast Cancer Care to Support People Affected by Breast Cancer

Skechers Performance releases a footwear collection and marketing campaign to support Breast Cancer Awareness Month

LONDON--(BUSINESS WIRE)-- Skechers Performance™, a division of SKECHERS USA, Inc. (NYSE:SKX), is thrilled to announce its 2016 partnership with Breast Cancer Care, the only specialist UK-wide charity providing support for anyone affected by breast cancer. For the first time in the United Kingdom, Skechers Performance will launch a two-month marketing programme that includes in-store, digital, print and social media executions. To commemorate the partnership, Skechers Performance is releasing a limited edition footwear collection marked with the iconic breast cancer awareness pink ribbon, which will be available in SKECHERS retail stores and online, late September 2016.

Skechers performance supports Breast Cancer Care (Photo: Business Wire)

"We are proud to partner with Breast Cancer Care and

help their cause, providing care, support and information to help thousands of people to find a way to live with, through and beyond breast cancer." said Peter Youell, SKECHERS UK & Ireland Managing Director. "After seeing the success of previous partnerships, we wanted to continue and expand our support for breast cancer charities in the United Kingdom. In this new collaboration we wish to help raise awareness about all the incredible free services that Breast Cancer Care provide, including face-to-face support, vital information and the confidential Helpline."

The Skechers Performance Breast Cancer Care collection includes the Skechers GOrun 400 and GOwalk 3™ styles, and will retail for £59.00. A donation of £5 per pair sold will be donated to the foundation. The designs incorporate a black, white and charcoal colour pallet with the classic pink hue weave-in. Each style also features the pink ribbon detailing on the heel.

The Skechers GOwalk 3 shoe is available in a slip-on style and features Skechers' iconic Goga Mat® technology in the footbed. The shoe also has responsive flexibility for a more natural movement and incorporates Goga Pillars™ for added comfort.

Skechers GOrun 400 is designed to be light, comfortable and well cushioned. The 5GEN® midsole material combined with a biometric design and breathable mesh upper delivers comfort for your workout. The shoe is also lined with a unique Goga Run® insole that provides shock absorption and support.

The limited edition Skechers Performance Breast Cancer Care line is available at SKECHERS retail stores in the United Kingdom and online at Skechers.co.uk throughout October. The funds raised will support Breast Cancer Care, the only specialist UK wide

charity providing support for women, men, family and friends affected by breast cancer.

Notes to Editor

To learn more about Breast Cancer Care visit www.breastcancercare.org.uk.

Learn more about Skechers Performance visit www.skechers.co.uk and follow us on Facebook (facebook.com/SkechersPerformanceUK), Twitter (twitter.com/SKXPerformance).

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.

About Breast Cancer Care

When you have breast cancer, everything changes. Time becomes measured in appointments. The next scan. The next results. The next challenge.

At Breast Cancer Care, we understand the emotions, challenges and decisions you face every day. So, from the day you notice something's not right to the day you begin to move forward, we'll be here to help you through.

Whether you want to speak to our nurses, download our specialist information or connect with volunteers who have faced what you are facing now, we can help you feel more in control.

For care, support and information from day one, call us free on 0808 800 6000 or visit breastcancercare.org.uk

#

Skechers

Media:

Nicola Zachariades

nicolaz@eu.skechers.com

01707 655 955

Source: Skechers