

October 27, 2016



SKECHERS Receives Earnshaw's Earnie Award for Best Kids Footwear Collection

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX) today announced that it has been named the Best Footwear Collection 2016 by *Earnshaw's*—the leading children's fashion trade magazine.

"The entire team at [SKECHERS](#) is honored to receive this recognition for our achievements in the childrenswear industry alongside the other category leaders of this massive market," said SKECHERS president Michael Greenberg. "From fun, light-up styles for younger boys and girls to lightweight athletic sneakers for tweens and teens, kids footwear has been an essential component of our business for more than 20 years. We look forward to showcasing the myriad of innovative styles that we have in store for 2017 as we continue to trailblaze with our SKECHERS Kids footwear division."

"Congratulations to one of the leaders in the kids footwear category, SKECHERS," said Kristin Young, editor-in-chief of *Earnshaw's*. "In what has been a challenging year, SKECHERS stood out in unique and innovative ways with their collections for children – some of the best designs in the footwear marketplace."

SKECHERS Kids offers a wide assortment of footwear options for toddlers through tweens that meet nearly every need. From kid-friendly takedowns of SKECHERS' popular adult styles to beloved innovative collections such as Twinkle Toes for girls and the super bright S-Lights line, as well as lightweight athletic sneakers for active kids at any age, every pair is designed with comfort and quality in mind. SKECHERS directly markets to kids and captures their attention with animated and live action commercials, running on children's networks.

Now in its 38th year, the Earnie Awards span a broad range of childrenswear categories with nominees and winners voted on by thousands of manufacturers and retailers nationwide.

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 1,545 SKECHERS Company-owned and third-party retail stores, and the Company's e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia and the Middle East, and wholly-owned subsidiaries in Canada, Japan, throughout Europe and Latin America. 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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Source: SKECHERS USA, Inc.