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Skechers Performance™ Signs Wesley Bryan as the New Face of Skechers GO GOLF®

Rising PGA Star and YouTube Sensation Wesley Bryan Debuts as the New Brand Ambassador in the Upcoming Spring 2017 Skechers GO GOLF Campaign

LOS ANGELES--(BUSINESS WIRE)-- Skechers Performance™, a division of SKECHERS USA, Inc. (NYSE:SKX), announced today the signing of PGA rising star and YouTube golf trick artist Wesley Bryan who will join the growing number of elite athletes representing Skechers GO GOLF®. Bryan's deal with the global footwear brand tops off the 26-year-old's big year, as he becomes the newest face for Skechers Performance and a rookie member of the PGA TOUR, having just earned his card for the 2016-2017 season.

Skechers Performance elite athlete, Wesley Bryan, wearing the Skechers GO GOLF Focus™. (Photo: Business Wire)

Bryan's path to golf's elite global stage has been a vibrant and unique journey that was full of big buzz before he even turned professional. After playing college golf and

graduating from the University of South Carolina, Wesley and his brother, George, formed Bryan Bros Golf on YouTube and other social media channels, shooting videos of themselves performing challenging golf tricks. While pulling off various stunts and impressive feats on the course, the brothers landed over 20 million views, plus coverage on ESPN and *USA Today* and securing major brand sponsorships.

However, it was Bryan's serious game and hard work that landed him a spot on the Web.com Tour in 2016. Bryan capitalized on the opportunity, earning three wins during the 2016 season and being named the Web.com Tour's 2016 Player of the Year. After his third victory on the Tour, Bryan landed a prestigious Battlefield Promotion, cementing his spot on the PGA TOUR this past August, and becoming one of only 11 golfers in history to do so.

"We have been blown away by Wesley's positive attitude, his profound talent and his obvious love for the game," says Skechers Performance Senior Vice President of Merchandising and Marketing, Rick Higgins. "We've been thrilled working with Wesley in the early stages — his ideas and input have already inspired the design team. We can't wait to see what he does this year."

Bryan joins the team as Skechers Performance enters its fifth year with the Skechers GO GOLF product line, joining world-class golf champions Matt Kuchar, Russell Knox, Billy Andrade, Colin Montgomerie, Brooke Henderson, Belén Mozo, and Ashlan Ramsey. He will be teaming up with them in upcoming global marketing campaigns for GO GOLF.

"I'm truly honored to be partnering with Skechers Performance," says Bryan. "Their commitment to innovative design and performance has me really excited about what we can accomplish together on the golf course."

As part of the sponsorship, Bryan will be wearing Skechers Performance GO GOLF footwear and apparel. Known for its lightweight designs, high quality comfort, shock-absorbing midsole and superb stability, Skechers GO GOLF footwear has achieved prominence across the global sports market, alongside additional Skechers Performance footwear categories in running, walking and training. The GO GOLF branded apparel line offers athletes comfort and freedom of movement, with moisture-wicking fabric technology in a variety of colors and styles for men and women.

Skechers GO GOLF is available at Skechers retail stores, and select retail partners including golf pro shops and online at Skechers.com. Learn more about Skechers Performance at GOSkechers.com and follow us 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 jolenea@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 1,545 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 September 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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