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Skechers Performance™ Launches the New Spring 2017 GO GOLF Footwear Collection and Debuts a New Commercial Spot at the 2017 PGA Show

Skechers Performance Elite Athletes Team Up for the 2017 GO GOLF Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance™, a division of Skechers USA, Inc. (NYSE:SKX), will debut the first in a series of new GO GOLF commercial spots at the 2017 PGA Merchandise Show on January 24, 2017. The new campaign stars Skechers GO GOLF's roster of elite athletes including Matt Kuchar, Billy Andrade, Wesley Bryan, Russell Knox, Ashlan Ramsey, Belén Mozo and Brooke Henderson in various comedic settings. Visitors at the PGA Show and local Orlando residents will be able to see a sneak peek of the campaign in a limited release commercial spot on January 24th – 27th.

Skechers GO GOLF athletes from left to right: Russell Knox, Wesley Bryan, Matt Kuchar and Billy Andrade. (Photo: Business Wire)

The new campaign plays off of the fun, tongue-in-cheek tone of the previous "GO

GOLF Tips with Matt Kuchar" campaign, but with fresh, new angles and new athletes. The new GO GOLF commercials will roll out several spots throughout 2017 in which viewers will hear what Matt Kuchar really thinks about while gearing up for his final putt at a Major (hint, hot dogs). They will also see a playful argument between Belén Mozo and Brooke Henderson (comfort vs. style) with Ashlan Ramsey refereeing. Additionally, Wesley Bryan will make his Skechers GO GOLF commercial debut, as will Russell Knox, as he tests out the new GO GOLF Focus in less than favorable wind conditions.

"We've been eagerly anticipating the launch of our new spring 2017 GO GOLF collection and the feedback has been incredible," said Rick Higgins, SVP of Merchandising/Marketing, Skechers Performance. "We've combined comfort with cutting-edge technology to create the best-in-class performance footwear that golfers will enjoy wearing. Our new marketing campaign for 2017 brought together our roster of elite golfers to highlight the comfort and functional footwear story and you will see from the commercial spots that we also had a lot of fun."

The footwear featured in the new commercial spots includes the 2017 Skechers GO GOLF Focus (a new stability shoe), the GO GOLF Pro 2, GO GOLF Elite 2 and the GO GOLF Birdie for women. All styles have the innovative performance technologies and comfort that Skechers Performance is known for, such as the lightweight and responsive 5GEN midsole cushioning.

The new 2017 spring line is now available and will be on display at the Skechers

Performance booth number 1059, along with new Skechers GO GOLF apparel for men and women.

Finally, visitors will have a chance to meet Skechers GO GOLF athletes in person. Colin Montgomery will be at the Skechers Performance booth number 1059 on Wednesday, January 25th, from 1:00 pm to 3:00 pm and Billy Andrade will be signing autographs on Thursday, January 26th from 1:00 pm – 3:00 pm.

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 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 1,545 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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