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Skechers Performance™ GO GOLF® Division Extends Partnership with Pro- Golfer Billy Andrade

Andrade Tees Up Another Multi-year Contract With Skechers Performance

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance™—a division of Skechers USA, Inc. (NYSE:SKX)—today announced the 5-year contract extension with GO GOLF® brand ambassador and PGA Pro, Billy Andrade. Andrade has been a part of the GO GOLF pro team since the global footwear company debuted its line of performance golf footwear and apparel.

Skechers Performance GO GOLF brand ambassador and PGA Pro, Billy Andrade, wearing the GO GOLF Elite 2. (Photo: Business Wire)

A Bristol, Rhode Island native, Andrade first came on to the professional golf scene in 1987 after helping to lead his Wake Forest University Demon Deacons to victory in the

1986 NCAA Championship. Andrade represented the U.S. in the 1987 Walkers Cup and has won 4 tour titles since going pro. Currently playing on the Champions tour, where he's banked three tour titles, Andrade is ranked number 13 on the Charles Schwab Cup, and has been featured in the Top 50 Official World Golf ranking.

"Since day one, Billy has been a great asset as we've grown the golf division," said Rick Higgins, Skechers Performance Senior Vice President of Merchandising and Marketing. "He's been fantastic to work with and we are thrilled to have him on our golf pro team as we continue to drive the brand's success."

As Skechers Performance enters its fifth year with Skechers GO GOLF, the product line continues its rise to prominence on the global golf stage, alongside an impressive roster of world-class golf champions who serve with Andrade as ambassadors for the brand. At the January PGA Merchandise Show in the Orlando, Skechers Performance debuted the new 2017 GO GOLF line, with Andrade making an appearance to sign autographs and meet fans. Skechers Performance also premiered the new GO GOLF advertising campaign, which featured Billy Andrade along with Matt Kuchar, Wesley Bryan, Russell Knox, Ashlan Ramsey, Belén Mozo and Brooke Henderson, in various comedic settings. [To view the new TV commercial click here.](#)

"I love the GO GOLF product and working with the Skechers Performance team has been a fun and creative collaboration," said Billy Andrade. "We have a great partnership and it's impressive to see how quickly the GO GOLF line has grown. The product really does speak for itself—these are the most comfortable golf shoes I've ever played in and they help keep me at the top of my game."

Skechers Performance GO GOLF footwear is known for its high-functioning, lightweight designs, high-quality comfort, shock-absorbing midsole and superb stability. Other styles in the Skechers Performance lineup include running, walking, and training footwear. The GO

GOLF branded apparel line offers athletes both comfort and freedom of movement, with moisture-wicking fabric technology and a variety of colors and styles to choose from. The 2017 spring line of Skechers GO GOLF® footwear and apparel is now available online at GOSkechers.com, in Skechers retail stores and select retail partners.

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/or images 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 2,012 SKECHERS Company-owned and third-party-owned 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, 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, 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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