

March 14, 2017



Skechers Performance™ Extends Partnership with Conqur Endurance Group

Global Leader in Performance Footwear Announces Extension as Title Sponsor of the Skechers Performance Los Angeles Marathon

LOS ANGELES--(BUSINESS WIRE)-- Skechers Performance™, a division of SKECHERS USA, Inc. (NYSE:SKX), and Conqur Endurance Group, the organizer of the Skechers Performance Los Angeles Marathon, are pleased to announce a multi-year partnership extension of Skechers Performance's title sponsorship of the Los Angeles Marathon. Last year marked the inaugural year of Skechers Performance's title sponsorship.

The limited edition, Skechers GOrun Forza 2. Part of the 2017 Skechers Performance Los Angeles Marathon Official Race Merchandise. (Photo: Business Wire)

As the title sponsor, Skechers Performance – a Los Angeles-based

company – will continue integrated marketing and communications programming to increase the footwear and apparel company's visibility in the months leading up to and during race weekend, as well as amplify the brand along the course. Skechers Performance will also continue to maintain a strong footprint at the Health & Fitness EXPO, located at the Los Angeles Convention Center, taking place Friday, March 17th and Saturday, March 18th. The expanded booth space will allow Skechers Performance to display award-winning footwear styles as well as increase apparel and accessory offerings.

"We are proud to remain the title sponsor of the Los Angeles Marathon, especially since it is our local race and held in this incredible city, where we started Skechers back in 1992," said Michael Greenberg, president, Skechers USA, Inc. "This year we are celebrating our 25-year milestone as an award-winning, global company headquartered in L.A., and being the title sponsor is one exciting example demonstrating the growth and success of the Company over the years."

"As a global footwear brand with an ever-expanding reach, Skechers Performance is an ideal partner and we are equally thrilled to have them extend their title sponsorship with us," said Tracey Russell, Chief Executive of Conqur Endurance Group. "Skechers Performance has shown a deep commitment to the participant experience through unmatched runner engagement, customized award-winning products and globally-integrated marketing and communications initiatives. The company's reach and marketing acumen have been a tremendous support as we continue to increase our promotional activities worldwide."

"Extending our partnership as the title sponsor of the Los Angeles Marathon demonstrates our dedication to the Los Angeles community and runners of all levels, from beginners in the sport to elite athletes such as those we sponsor," said Rick Higgins, SVP, Merchandising/Marketing, Skechers Performance. "Our inaugural year was extremely rewarding and we continue to build on the success as we introduce new programs such as GORUNLA. We look forward to continuing to inspire race participants from around the world

to meet and exceed their goals year-after-year.”

Excitement leading up to the race is mounting as Skechers Performance gears up to host over 60 runners from 35 countries as part of the brand’s 2017 GORUNLA campaign—a global marketing initiative that offers Skechers’ international partners the opportunity to partake in the marathon with a VIP experience. Additionally, the Company is proud to welcome back Skechers Performance elite athlete and the 2016 Skechers Performance Los Angeles Marathon defending champion—Weldon Kirui. Kirui won last year’s race with a time of 2:13:07 and broke the tape wearing the Skechers GOMeb Speed 3 – 2016™ shoes. The field for the 2017 race will also include Skechers Performance elite athletes Jose Madera, who placed seventh at last year’s race, Olympian Kavita Tungar, and American long-distance runner, Heather Lieburg.

The Skechers Performance Los Angeles Marathon will take place on Sunday, March 19, 2017. Registration is open and will remain open until March 15th. For more information and to register, visit www.lamarathon.com.

To learn more about Skechers Performance visit www.GOSkechers.com or follow 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, jolenea@skechers.com or Molly Biddiscombe at 212.796.9826, molly.biddiscombe@ketchum.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; 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, especially in the highly competitive performance footwear market; 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.

About Conqur Endurance Group

Conqur Endurance Group, a subsidiary of McCourt LP, creates world-class experiences that ignite passion in athletes and connect communities through the transformative power of sport. The Skechers Performance Los Angeles Marathon is among the largest marathons in the country with more than 24,000 participants, thousands of volunteers and hundreds of thousands of spectators. The "Stadium to the Sea" course, starting at Dodger Stadium and finishing near the Santa Monica Pier, is one of the most scenic in the world, taking runners on a tour of Los Angeles past every major landmark. In addition to the marquee event, Conqur Endurance Group produces the Santa Monica Classic 5K/10K, the LA BIG 5K and recently added the Pasadena Half Marathon & 5K at the Rose Bowl. For more information, please visit www.goconqur.com.

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