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Skechers Performance™ GO GOLF® Elite Athlete, Wesley Bryan, Wins His First PGA TOUR Title

The PGA TOUR rising star swings to victory at the RBC Heritage wearing the Skechers GO GOLF® Pro 2

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers Performance™ - a division of SKECHERS USA, Inc. (NYSE:SKX) – is thrilled to celebrate golf pro Wesley Bryan’s first PGA TOUR win on Sunday, April 16, 2017, at the RBC Heritage in Hilton Head Island, South Carolina. The Skechers GO GOLF® elite athlete made history as the first South Carolinian native to win the RBC Heritage since its inception in 1969. With his win, Bryan moves to 37th in the Official World Golf Rankings. While this is Bryan’s first PGA TOUR win, he had previously won three-times on the Web.com.

PGA TOUR golf pro and RBC Heritage champion, Wesley Bryan, wearing the Skechers GO GOLF Pro 2. (Photo: Business Wire)

“I grew up watching the RBC Heritage and dreamt of winning this tournament for many years,” says Bryan. “I can’t think of a better victory than this for my first PGA TOUR win.

It makes bringing home the trophy even more satisfying. I could not have gotten here without my team, including Skechers Performance. This is a fantastic way to start our partnership and I look forward to winning even more titles with the brand.”

“We’ve been thrilled to have Wesley join the Skechers Performance family at the start of his already successful professional career,” says Skechers Performance Senior Vice President of Merchandising and Marketing, Rick Higgins. “We’re excited to have supported Wesley in his first PGA TOUR victory and we can’t wait to see him continue to thrive.”

A rising PGA TOUR star who had already established himself as a YouTube sensation with his brother, George, 27-year-old Bryan joined Skechers Performance as the new brand ambassador in spring 2017 and is featured in the current Skechers GO GOLF TV campaign. As part of the sponsorship, Bryan is outfitted in Skechers Performance GO GOLF footwear and apparel, and will also continue to be featured in marketing campaigns for the brand.

Known for lightweight designs, high quality comfort, shock-absorbing midsoles 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. The apparel line also includes new pieces that are influenced by Wesley Bryan’s modern aesthetic.

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/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 2,055 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, opening of new stores and additional expenditures, 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 actual results should not be considered an indication of future performance.

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Source: SKECHERS USA, Inc.