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ADDING MULTIMEDIA SKECHERS Sponsors Triple Crown Jockey at the Kentucky Derby

World Famous Footwear Company Joins Victor Espinoza as He Seeks His Fourth Kentucky Derby Victory

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), today announced that it has signed on to sponsor 2015's Triple Crown-winning jockey, Victor Espinoza, as he begins a new run for the series at the 143rd running of the Kentucky Derby this Saturday. SKECHERS branding will be included on Espinoza's riding apparel as he races Gormley during Saturday's big event at Churchill Downs.

Looks like David "Big Papi" Ortiz can't hack retirement. The All-Time slugger traded in his baseball uniform for racing silks with 2015 Triple Crown-winning jockey Victor "Little Papi" Espinoza in the Jockey Room at Churchill Downs. Both champions are representing SKECHERS. (Photo: Business Wire)

"SKECHERS is excited to be back at the racetrack alongside Triple-Crown winning jockey

Victor Espinoza," stated Michael Greenberg, president of SKECHERS. "We love partnering with elite competitors in any sport and thinking outside the box. Victor was riding California Chrome when we sponsored the thoroughbred during his exciting run at the Belmont Stakes in 2014. Now we're partnering with the man himself as he seeks to achieve his fourth Kentucky Derby victory."

"When I'm relaxing away from the track, I've always loved how comfortable SKECHERS shoes feel," added Victor Espinoza. "As my career really hit its stride on the West Coast, I'm thrilled to have such an iconic California brand supporting me on this incredible journey."

Espinoza is one of 10 jockeys to have won the Kentucky Derby at least three times and if he wins for a fourth time on Saturday, he'll be one of only four to have ever accomplished that feat. At the top of the field of jockeys currently competing, he recently won the Santa Anita Derby riding Gormley and has collected over 240 graded stakes, earning him the honor of being one of this year's Racing Hall of Fame inductees.

This news follows the signing of ten-time All-Star Dominican-American baseball slugger, David "Big Papi" Ortiz. SKECHERS has a long history working with sports icons including current endorsees like football greats Joe Montana and Howie Long, as well as boxing legend Sugar Ray Leonard.

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 results should not be considered an indication of future performance.

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