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Tony Romo Joins Team SKECHERS

Star Quarterback to Appear in Global Men's Footwear Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS (NYSE:SKX) continues to grow its roster of sports icons representing the top casual lifestyle footwear brand in the United States* with the announcement that recently retired superstar Dallas Cowboys quarterback Tony Romo will be wearing SKECHERS men's footwear in a multi-platform global marketing campaign set to launch later this year.

Retired Dallas quarterback Tony Romo signs on with Skechers (Photo: Business Wire)

"After 14 years on the field with the Cowboys, it was time to hang up my cleats, but these comfortable SKECHERS shoes are perfect for my life and career after

football," said Tony Romo, who will be working with CBS Sports. "It's an honor to follow in the footsteps of Joe Montana and Howie Long as a SKECHERS ambassador. I'm looking forward to retirement with SKECHERS!"

"Partnering with elite athletes has proven to be an effective way to reach sports fans of all ages and Tony Romo certainly fits the mold of the iconic stars who have represented our men's footwear collection," added Michael Greenberg, president of SKECHERS. "Not only was he great on the field, but Tony is a media superstar as well, and we know as his fans follow him to the broadcast side, his reach will help convey how our athletic and casual footwear delivers on style and comfort for men everywhere."

After winning the Walter Payton Award in 2002 at the end of his collegiate career, Tony Romo signed as an undrafted free agent with the Cowboys in 2003 and became their starting quarterback during the 2006 season. Over the next decade, he guided the team to four postseason appearances and was named to the Pro Bowl four times. Romo is legendary in Dallas holding several team records, including passing touchdowns, passing yards, most games with at least 300 passing yards, and games with three or more touchdown passes and his 97.1 passer rating is the fourth all time for the league and the highest among retired players. Romo retired following the 2016 season and has transitioned to the broadcast booth where he will be the lead color analyst paired with Jim Nantz on CBS Sports coverage of the 2017 season.

Romo joins a roster of SKECHERS athletes that currently includes baseball slugger David Ortiz, boxer Sugar Ray Leonard plus football legends Joe Montana and Howie Long. SKECHERS has utilized sports icons when advertising its Men's collection for 15 years with an alumni list featuring names like Pete Rose, Mariano Rivera, Ozzie Smith, Tommy Lasorda, Joe Namath, Ronnie Lott, Karl Malone, Kareem Abdul-Jabbar, Rick Fox, and Wayne Gretzky.

In recent years, the range of SKECHERS men's footwear has expanded to include a wide array of trend-right casual and sport styles, and innovations such as SKECHERS Air-Cooled Memory Foam for long-lasting comfort. Styles from the SKECHERS men's collection are available in [SKECHERS](#) retail stores as well as department stores and footwear retailers

around the globe.

*SportsOneSource 52-week report 7/11/17

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 2,305 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 and its quarterly report on Form 10-Q for the three months ended June 30, 2017. 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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Source: SKECHERS USA, Inc.