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Skechers Performance™ Signs 17-Time National Champion Edward Cheserek

Winningest male athlete in NCAA history partners with Performance footwear and apparel brand.

LOS ANGELES--(BUSINESS WIRE)-- Skechers Performance™, a division of SKECHERS USA, Inc. (NYSE:SKX), announces today that 17-time NCAA National Champion, Edward Cheserek, will join the roster of Skechers Performance elite athletes. The former University of Oregon Track and Cross Country Champion signed a multi-year global deal with Skechers Performance and will be featured in marketing campaigns for Skechers GO RUN footwear and apparel.

(Photo: Business Wire)

"I am so happy to be joining the Skechers Performance team as

I start this next chapter of my career," said Cheserek, who will make his professional debut on September 10, 2017 in New York City at the 5th Avenue Mile. "I have big goals and dreams and know that Skechers Performance product will help me get where I want to go...I am excited for what is ahead."

Originally from Kenya, Cheserek attended Saint Benedict's Preparatory School in New Jersey, where he was named the Gatorade 2013 National Cross Country Runner of the Year, before choosing to continue his collegiate career at distance running powerhouse, University of Oregon. In 2013, Cheserek became the first freshman in school history to win the NCAA National Cross Country Championships, and would then go on to repeat as cross country champion in his sophomore and junior years. Now at 23 years old, Cheserek begins his professional career, having left behind an incredible collegiate legacy by becoming the winningest male athlete in NCAA Division 1 athletics' history, winning a combined 17 national championships in cross country and indoor and outdoor track and field.

"Edward has already accomplished so much in his young career and proven he is among the best of his sport," said Michael Greenberg, Skechers President. "We are thrilled to have him on the Skechers Performance team and to be part of his journey as he embarks on his professional career."

Cheserek will be wearing Skechers Performance GO RUN footwear and apparel as part of the sponsorship. Known for its innovative and award winning designs, Skechers Performance GO RUN offers performance product featuring the latest innovative and technical properties, enabling athletes of all levels to perform at their best.

As Skechers Performance enters its eighth year with the GO RUN line, Edward Cheserek will join a roster of running's elite, including Meb Keflezighi, Kara Goucher, and Tara Welling, who are all Skechers Performance ambassadors. Cheserek will be the youngest running athlete on the Skechers Performance roster and signifies the brand's commitment to

investing in the future of the running business.

Skechers Performance GO RUN is available at Skechers retail stores, select retail partners including specialty run stores, and online at 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 1,410 SKECHERS Company-owned and third-party retail stores, and the Company's e-commerce website. The Company manages its international business through a network of global distributors, joint venture partners in Asia, and wholly-owned subsidiaries in Brazil, Canada, Chile, Japan, Latin America and throughout Europe. 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, 2015 and its quarterly report on Form 10-Q for the three months ended June 30, 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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