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SKECHERS Supports Hurricane Victims

Footwear Company Committed to Helping Those Impacted by Storms and Floods in Texas, Florida and Puerto Rico

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS (NYSE:SKX) is giving back through efforts on several fronts in support of those impacted by the floods in Texas following Hurricane Harvey and in Florida following Hurricane Irma, with additional efforts in planning stages to assist victims of Hurricane Maria in Puerto Rico. The Company is donating tens of thousands of pairs of SKECHERS shoes and socks, along with other goods to meet the immediate needs of families impacted by these disasters.

"Skechers operates retail stores in Texas, Florida and Puerto Rico, we're sponsors of the Houston Marathon, and we have several key accounts in each of the affected regions," stated Michael Greenberg, president of SKECHERS. "Our ties to these communities and the surrounding regions go back two decades with many friends and extended family impacted by the storms, so we have heard first-hand reports about the widespread need and have been working to lend our support. We're already on the ground in Texas and our first shipments are delivering in Florida today, and plans are underway to also help Puerto Rico after conditions allow."

As there will be an ongoing need in all impacted regions, SKECHERS is orchestrating donations in multiple phases. Immediate local product donations in Texas were organized through SKECHERS retail stores in the region and Children's Hunger Fund. Additional product was distributed through the city of Manhattan Beach and the city's new sister town of Cleveland, Texas. And going forward, SKECHERS is working with Delivering Good (formerly K.I.D.S./Fashion Delivers) and Children's Hunger Fund to partner with Stage Stores (parent company of PALAIS ROYAL, STAGE and BEALLS) on a local BOBS from SKECHERS donation event for kids in the greater Houston area on October 7. At this event, kids will receive school supplies donated by Stage Stores, in addition to BOBS from SKECHERS. SKECHERS is also helping dogs and cats in the region through a \$10,000 donation to Best Friends Animal Society via the BOBS for Dogs charity program.

To help those impacted by Hurricane Irma in Florida, SKECHERS is partnering with Neighbors 4 Neighbors, a charity founded by CBS television following Hurricane Andrew, as well as Farm Share, and the Entercom Miami Radio Stations. The Company is again donating thousands of pairs of socks and shoes for men, women, and kids to be distributed in hard-hit areas throughout Homestead and The Keys.

Further, the Company is in the early stages of planning a large-scale donation event in Puerto Rico following the island-wide devastation of Hurricane Maria with expectations to be on the ground in late 2017 or early 2018 after infrastructure is back in place to support an event.

Since the program's inception in 2011, more than 14 million pairs of BOBS shoes have been distributed to children in need around the world, and more than 7.6 million of that total has so far been distributed through Delivering Good.

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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