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Skechers Performance™ Unveils Limited Edition Footwear and Apparel Collection for the 2018 Chevron Houston Marathon and Aramco Houston Half Marathon

Skechers Performance™ Elite Athletes Meb Keflezighi and Kara Goucher to Make Appearances

LOS ANGELES--(BUSINESS WIRE)-- Skechers Performance™, a division of SKECHERS USA, Inc. (NYSE:SKX), returns to Houston, Texas on January 14, 2018 for its fifth year as the official footwear and apparel sponsor of the Chevron Houston Marathon and Aramco Houston Half Marathon. The performance brand will also unveil the 2018 limited edition collection of official race footwear, apparel and accessories, which will be for sale during the Memorial Hermann IRONMAN Sports Medicine Institute EXPO on January 12 and 13.

The 2018 Limited Edition, Skechers GO Run Forza 3, designed for the 2018 Chevron Houston Marathon. (Photo: Business Wire)

“The Houston Marathon has become one of the marquee events for

Skechers Performance and we are more excited than ever to return in 2018,” said Michael Greenberg, president of Skechers. “The strength that the city of Houston and the state of Texas has shown over the last several months is truly inspiring. We’ve been in Houston since shortly after the storm helping kids in need as well as animals through our BOBS charity program, so to celebrate the strength and resiliency of the city as well as all those that will run on race day is something we are very proud to be a part of.”

Skechers Performance™ will be selling the 2018 limited edition collection of official race merchandise for both the Chevron Houston Marathon and the Aramco Houston Half Marathon at its EXPO booth at the George R. Brown Convention Center, as well as five Houston-area Skechers retail stores and online at Skechers.com. The collections for both races feature limited edition designs of the new Skechers GO Run Forza 3™ and Skechers GO Run 6™ for both men and women. The footwear collections for both races have been customized to feature “Houston 18” branding on the midsole as well as an outline of the state of Texas on the heel, with a star placed to represent the city of Houston.

Those visiting the Skechers Performance™ booth during the EXPO, will also have the opportunity to meet Skechers Performance™ Elite Athletes and Olympians, Meb Keflezighi and Kara Goucher, who will be making appearances during the weekend. Meb Keflezighi, will be appearing at the Skechers Performance™ booth (#722) on Friday, January 12th from 12-2pm. Kara Goucher, who will also be part of the on-air race broadcast team for the marathon on Sunday, will be appearing at the Skechers Performance booth on Saturday, January 13th from 2-4pm.

Additional activities throughout race weekend include the “#GORUN wall” at the Skechers Performance™ booth, where visitors are invited to write in their own name or the name of a runner they will be cheering for on race day. Runners and fans are also invited to attend the “We are Houston Runfest”, located near the finish line at the Jones Lawn at Discovery Green, where Skechers Performance™ will also be hosting games, prizes, giveaways, and a photo booth.

Skechers Performance™ will once again offer a register round up for any purchase made in their official merchandise booth during the marathon EXPO. Customers will have the option to round their purchase up to the nearest whole dollar, with the difference being donated to the Houston Marathon Foundation—an organization that promotes the advancement of running and provides after school running programs, coaching and guidance to over 2,000 youths in the Houston area. Funds raised during the 2018 register round up will help with rehabilitating community parks, trails and green spaces that were washed away by Hurricane Harvey and provide support to partner programs of the Houston Marathon Foundation that were impacted by the storm. Additionally, through this partnership, Skechers Performance™ has donated 100 pairs of running shoes and technical running t-shirts to high school students in need throughout the Houston area.

Since it's debut with the first model of Skechers GOrun® worn by Meb Keflezighi in 2012, Skechers Performance™ footwear and apparel has earned respect throughout the running world and won numerous awards within the footwear industry. For updates on the collection, visit GOSkechers.com and follow @SkechersPerformance on [Facebook](#), [Instagram](#) and [Twitter](#). The Skechers GOrun® collection is available at Skechers retail stores and skechers.com as well as select retail partners including run specialty stores.

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 2,438 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 September 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.

SKECHERS USA, Inc.
Kelly O'Rourke, 310-424-8366
kellyor@skechers.com

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