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Skechers Elite Athletes Top Podium at 2018 IRONMAN® Mont-Tremblant

Cody Beals Wins His First-Ever Full-Distance Race in Skechers Performance Footwear; Veteran Triathlete Lionel Sanders Places Second

TORONTO--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX) celebrates the victory of its Skechers® athletes who swept the four top spots in Skechers Performance™ footwear on Sunday, August 19 at IRONMAN® Mont-Tremblant in the Laurentian Mountains of Quebec. Topping the podium was Cody Beals, who completed his first full-distance IRONMAN in Skechers GO RUN 6™ in 8:10:36 – the first Canadian in history to win Mont-Tremblant and set a new bike and overall course record.

From left: Skechers elite runners and fellow Canadians Cody Beals and Lionel Sanders finish first and second, respectively, at the 2018 IRONMAN® Mont-Tremblant in Quebec. (Photo: Business Wire)

Beals was followed by Canadian Lionel Sanders, who finished the race in

8:24:01 in Skechers GO RUN Razor 3 Hyper™; American Matt Russell who finished in 8:25:14 in Skechers GO RUN 6; and Canadian Antoine Jolicoeur-Desroches who finished fourth in 8:28:40 in Skechers GO RUN Ride 7™.

“It’s exhilarating to prove that I’m not just capable of the half-distance, but that I can win the full-distance as well,” said Beals. “And it’s been a great honor to compete against Lionel; I’ve raced him more than 10 times over the years, and he’s definitely raised the bar for me. Skechers Performance has really helped me concentrate on my technique and focus on the final leg.”

“Cody’s race today was amazing to watch, and we’re thrilled to support his first ever full-distance win,” said Michael Greenberg, president of Skechers. “His focus, endurance and perseverance through all three stages in Mont-Tremblant was inspirational for fans everywhere – and we know that there’s lots more in store for his great talent. Congrats to the entire Skechers Elite team – four winners is amazing and a testament to their hard work and our footwear.”

“I’m inspired by Cody (Beals) in his debut and Matt (Russell) in his comeback,” added Lionel Sanders, who is a top contender at the IRONMAN World Championships in Kona this October. “It’s great to be part of such an incredible team, and I look forward to taking the momentum that we’ve got to Kona.”

Since its debut with the first model of Skechers GO RUN® 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. Skechers Performance is the title sponsor of the Skechers Performance Los Angeles Marathon® and the footwear and apparel sponsor of the Chevron Houston Marathon® and Aramco Houston Half Marathon®.

The Skechers GO RUN collection for men and women 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 170 countries and territories worldwide via department and specialty stores, 2,715 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 www.skechers.com and follow us on Facebook (facebook.com/SkechersPerformanceCanada), Instagram (instagram.com/SkechersPerformance_Canada) and Twitter (twitter.com/SkechersGOCan).

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