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Skechers to Launch Charitable BOBS Collection Featuring Scooby-Doo and Friends

Footwear offering includes Warner Bros. Animated Characters Droopy Dog, Top Cat, and Southern Huckleberry Hound

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Ruh-Roh! Global footwear industry leader Skechers today announced that it has partnered with Warner Bros. Consumer Products to introduce a collaboration on its BOBS from Skechers footwear that will feature the world-famous mystery solving canine Scooby-Doo – plus the lovably shrewd Droopy Dog, streetwise con Top Cat and sweet Southern Huckleberry Hound.

Skechers launches a new charitable BOBS collection starring Scooby-Doo and his friends. (Photo: Business Wire)

“We wanted to add animated star power to our successful BOBS from Skechers

collection, and Scooby-Doo and friends really raise the bar,” said Michael Greenberg, president of Skechers. “We’ve had great success helping shelter pets over the years with our BOBS collection—and now with these iconic characters on our team, we’re reaching new fans who can only help drive awareness for our charity efforts to save even more dogs and cats.”

First to launch will be Scooby-Doo with other characters following soon after. With Scooby celebrating his 50th birthday later this year, the collection is expected to resonate with consumers of all ages.

Skechers has donated more than \$3.4 million to support shelter pets since 2016, and is now partnering with the Petco Foundation to support the organization’s 4,000-strong charity network: for every pair of BOBS from Skechers shoes sold at Petco stores, Petco.com, Skechers stores and other national retail stores and online shopping sites in the United States, Skechers will donate twenty-five cents to the Petco Foundation to help animals across the country. Over the past three years, the Company has helped more than 583,000 shelter pets, including saving the lives of more than 241,000 rescued animals in the United States.

The BOBS x Warner Bros. collection from Skechers for women will be available in Skechers retail stores, [Skechers.com](https://www.skechers.com) and select department and specialty stores across the United States and worldwide. Availability will expand to additional retail partners globally for the back-to-school season.

To learn more, follow BOBS from Skechers on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#), or visit www.BOBsfromSKECHERS.com.

About Skechers U.S.A., Inc.

Based in Manhattan Beach, California, Skechers (NYSE:SKX) 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, more than 3,060 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, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

About Warner Bros. Consumer Products

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, Wizarding World, Looney Tunes and Hanna-Barbera. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

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, Skechers' 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 challenging consumer retail markets in the United States; 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 Skechers' annual report on Form 10-K for the year ended December 31, 2018. The risks included here are not exhaustive. Skechers 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.

Jennifer Clay
SKECHERS USA
jennnc@skechers.com
(310) 937-1326

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