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Skechers Wins “Best of Manhattan” and “Pay it Forward” Awards

Skechers Pier to Pier Friendship Walk also wins “Affair to Remember” Award from Manhattan Beach

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- For the fourth time in the past five years, Manhattan Beach-based athletic lifestyle footwear and apparel global brand [Skechers](#) has been honored by the Manhattan Beach Chamber of Commerce as the “Best of Manhattan.” The Chamber also honored the Company with the “Pay it Forward” award, and presented its “Affair to Remember” award to [Skechers Pier to Pier Friendship Walk](#)—an annual event that has raised more than \$11 million and is on track to raise another \$2 million this month for children with special needs, schools and college scholarships.

L to R: Skechers Foundation Executive Director Robin Curren, Skechers President Michael Greenberg and Skechers COO David Weinberg celebrate their “Best of Manhattan” awards at Westdrift Manhattan Beach. Credit: Walkthrough Productions

For its annual “Best of” award ceremony, which was held last night at Westdrift Manhattan Beach,

the Manhattan Beach Chamber of Commerce nominates the city’s most impactful businesses and events, and the community votes for the year’s winners on the Chamber’s website. The “Best of Manhattan” honors the business best known for its exceptional job generation, employee culture, customer service and record of giving back to its local community. The “Pay it Forward” award recognizes a company’s history of exceptional generosity that has made a lasting impact on the city, and the “Affair to Remember” award honors an event that cultivates spirit and engagement in the South Bay.

“The town of Manhattan Beach has been an indelible part of Skechers’ story, ever since we started in one of its beach houses,” said Michael Greenberg, president of Skechers. “For more than a quarter century, this has been our home: it’s where we launched our business in 1992 and had our first retail store in ’94. As we’ve grown into a global brand, this community has been at our core, and we’re honored to give back—be it helping with local athletic programs and the Holiday Fireworks, or celebrating the Skechers Pier to Pier Friendship Walk for children with special needs and our schools. We’re constantly grateful for Manhattan Beach’s support and we’re inspired to find new ways to pay it forward.”

An 11-year South Bay tradition, the Skechers Pier to Pier Friendship Walk raises millions every year to support [The Friendship Foundation's](#) peer mentoring and social recreational programs for children with special needs. The event also helps education foundations support teachers’ salaries, limit class sizes and enhance schools’ technology, music and science programs and facilities—and funds the Skechers Foundation’s national college scholarship program, which awards \$100,000 annually to students who have financial need and proven excellence in academics, athletics and leadership.

Now the world’s third largest athletic lifestyle brand, Skechers also makes a difference

through the [BOBS from Skechers](#) charitable footwear collection. Since the BOBS program launched in 2011, more than 15 million pairs of new shoes have been donated to kids in need across the United States and around the globe. A partner of Petco Foundation, the Company has also donated more than \$4.23 million, funds that have saved the lives of more than 396,000 dogs and cats and helped 353,000 additional animals.

Skechers previously won the Manhattan Beach Chamber of Commerce's "Best of Manhattan Full Circle" award for best charity in 2013, and "Best of Manhattan" awards in 2014, 2016 and 2017.

About SKECHERS USA, 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 3,170 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](#).

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, and its quarterly report on Form 10-Q for the three months ended June 30, 2019. 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 we cannot predict all such risk factors, nor can we assess the impact of all such risk factors

on our business or operations 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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