

July 21, 2014

SKECHERS

Demi Lovato Signs on with SKECHERS for Global Campaign

Singer and Actress is New Face of Skechers Women's Footwear

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Demi Lovato, multi-platinum selling recording artist and actress, has signed on to represent [SKECHERS](#), and will appear in the footwear company's global marketing and social media campaigns through 2016. Lovato, known for hit singles, "Give Your Heart a Break", "Heart Attack" and "Neon Lights", will make her first official appearance in a new SKECHERS television commercial and accompanying print campaign launching this year.



Demi Lovato / Image courtesy of Rankin

"My generation grew up with SKECHERS," said Demi Lovato, "and now with all of their cool styles and fun colors I'm excited to help introduce the collection to a new generation by sharing this incredible brand's campaign with my Lovatics!"

"With her amazing voice, distinct style, and unique personality, Demi Lovato represents everything we look for in a [SKECHERS](#) star," began Michael Greenberg, president

of SKECHERS. "Demi's talent certifies her position as a pop music superstar as well as a powerful influencer with millions of fans around the globe. We expect her SKECHERS campaign will at the very least match the success and reach that Britney Spears, Christina Aguilera and Carrie Underwood previously brought to our brand."

Lovato's career kicked off with the Disney Channel movie *Camp Rock* and it didn't take long for her to find major success in the music world. She's recorded numerous multi-platinum and top ten chart singles spanning four studio albums. And now hot on the heels of her new hit single "Really Don't Care," Lovato will embark on her World Tour this September in support of her latest album *Demi*. Her social media reach is massive with 23.2 million followers on twitter, a facebook page liked over 35 million times, and an astounding billion

music video views on VEVO. Plus more than 200 million on YouTube have viewed her cover of “Let It Go” from the soundtrack to Disney’s hit musical *Frozen*. In addition to her musical accomplishments, Lovato returned to television as a judge and mentor on seasons two and three of FOX’s *The X-Factor* and had a recurring role on the fifth season of *Glee*. The multitasking star also wrote the inspirational book *Staying Strong: 365 Days A Year* that debuted at number one on the *New York Times* bestsellers list in 2013.

The global [SKECHERS](#) footwear marketing campaign featuring Demi Lovato will extend across all platforms including television, print, online, outdoor and point of purchase.

About SKECHERS USA, Inc.

SKECHERS USA, Inc. (NYSE:SKX), 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 via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and in over 100 countries and territories through the Company’s international network of subsidiaries in Canada, Brazil, Chile, Japan, and across Europe, as well as through joint ventures in Asia and distributors around the world. 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 growth, financial results and operations, its development of new products, future demand for its products and growth opportunities, and its planned opening of new stores, 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 the resignation of the Company’s former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company’s historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; consumer preferences and rapid changes in technology in the highly competitive performance footwear market; 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; 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, 2013 and its quarterly report on Form 10-Q for the three months ended March 31, 2014. 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.

Jennifer Clay, 310-937-1326

or

For Demi Lovato:

Derris & Company

Angela Burke, 212-500-0810

or

Danielle Vitucci, 212-500-0810

Source: SKECHERS USA, Inc.