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SKECHERS Opens Flagship Retail Store at One World Trade Center

Footwear Company Joins the Debut of New York City's Highly Anticipated Shopping Destination

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX), a global leader in the lifestyle and performance footwear industry, today announced that the Company has opened a flagship store at the heart of the World Trade Center's new shopping district. The SKECHERS store is an integral part of the launch of the new half-a-million square foot center – Manhattan's latest world-class mecca for dining, stores and entertainment. Located along the main level of the West Concourse near the WTC Transportation Hub, the store will be home to more than 350,000 daily visitors in the area and a key tourist destination.



Skechers retail store rendering for One World Trade Center (Graphic: Business Wire)

“The new shopping district at One World Trade Center is the place to be – gorgeous, massive and spectacular, it’s one of the biggest retail openings in the United States this decade,” said Michael Greenberg, president of SKECHERS. “The center’s new stores read like a who’s who list of iconic global brands – and we’re

thrilled to take part in this huge retail phenomenon. Consumer interest is already tremendous, the foot traffic will be massive, and we can’t wait to welcome the swarms of locals and tourists who will be walking this center every day.”

Complete with black granite-tiled floors, large-scale graphics, state-of-the-art audio/video presentations and LED-lit shelves, fixtures and storefront displays, the modern SKECHERS store will showcase the brand’s lifestyle offering for men and women, a Skechers Performance section complete with shoes and apparel, and a product-filled SKECHERS Kids Fun Zone for children. Consumers will also be able to purchase product store-wide with SKECHERS’ mobile pay option.

“We continue to grow our retail footprint on every level – in high-traffic cities, across the United States and around the world,” added Greenberg. “Whether we’re expanding our New York presence with our first-ever SKECHERS store in lower Manhattan, or are launching

SKECHERS destinations in far-reaching countries around the world, our retail network is stronger than ever. By year end, we anticipate having more than 1,600 SKECHERS stores.”

SKECHERS’ retail network includes two locations in Times Square and additional New York destinations at Union Square, 5th Avenue and 34th Street; Las Vegas’ Grand Canal Shoppes at the Venetian; San Francisco’s Powell Street; and hundreds of prime tourist, high-traffic destinations in London, Tokyo, Toronto, Shanghai and numerous cities across six continents.

*SKECHERS One World Trade Center store images are available upon request.

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 1,545 SKECHERS Company-owned and third-party retail stores, and the Company’s e-commerce website. The Company manages its international business through a network of global distributors, joint venture partners in Asia, and wholly-owned subsidiaries in Brazil, Canada, Chile, Japan, Latin America and throughout Europe. For more information, please visit skechers.com and follow us on Facebook (facebook.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

About Westfield World Trade Center

The new port of entry to Lower Manhattan, Westfield World Trade Center is located at the site where 60,000 neighborhood residents, 300,000 daily commuters, 13 subway / PATH trains, multiple ferry lines, and an additional 15 million annual global travelers converge within one landmark setting. This new New York City experience brings together commerce, community and culture in a destination integrating the Santiago Calatrava designed Oculus, street-level space in WTC Towers 3 and 4, as well as the galleries that run underground across the World Trade Center campus (including to 1 WTC, now the tallest building in the Western Hemisphere). Encompassing more than 100 fashion, beauty, lifestyle and technology brands across 365,000 square feet of retail space, Westfield World Trade Center is home to one of the most diverse retail collections in New York City, restaurant concepts created by world-class chefs, art, culture, events and entertainment, as well as showrooms, sponsorships, and engaging media activations for premier partners such as Ford, Pepsi and JP Morgan Chase.

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 and opening of new stores, the completion of the expansion and upgrade of the Company’s European distribution center, 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; entry into 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, 2015 and its quarterly report on Form 10-Q for the quarter ended June 30, 2016. 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.

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