



**FOR IMMEDIATE RELEASE**

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**SKECHERS PERFORMANCE™ RETURNS FOR ITS THIRD YEAR AS TITLE SPONSOR OF THE 2018 SKECHERS PERFORMANCE™ LOS ANGELES MARATHON®**

*Skechers Performance™ Unveils Limited Edition Footwear and Apparel Collection Celebrating the Race's Iconic Route and Heritage*

**LOS ANGELES, Calif. (March 14, 2018)** – In celebration of one of the most iconic marathons in the world, Skechers Performance™—a division of SKECHERS USA, Inc. (NYSE:SKX)—has created a limited edition apparel and footwear collection for its third year as title sponsor of the 2018 Skechers Performance™ Los Angeles Marathon®. At the big event on Sunday, March 18, and throughout race weekend, the performance brand will offer race-branded merchandise and host several events, including a meet and greet with Skechers Performance™ elite athlete and four-time Olympian Meb Keflezighi. At the Health & Fitness EXPO, the Company and its BOBS from Skechers line will host a register round up to assist hundreds of sheltered and foster dogs in the Los Angeles area find permanent homes through Angel City Pit Bulls.

“The Skechers Performance Los Angeles Marathon is the marquee event for Skechers Performance and meaningful for us to be a part of as we are based in Los Angeles and take so much inspiration from the surrounding community,” said Michael Greenberg, president of Skechers. “As a global brand with Southern California roots, we are excited to welcome runners from all over the world to the place we call home as we celebrate the hard work and dedication that will lead each of them through this iconic race.”

Limited edition footwear, apparel and accessories inspired by the inaugural 1986 marathon will be offered at the Skechers Performance™ booth in the Health & Fitness EXPO, located at the Los Angeles Convention Center. Influenced by sights seen through the iconic “Stadium to the Sea” course, the

collection includes limited edition pairs of GO Run Forza 3™ and Skechers GO Meb Razor 2™. Items from the collection are available now on Skechers.com and at select Skechers retail stores. Following the race, Skechers Performance™ official race merchandise will also be available for purchase during the Finish Festival at Santa Monica Boulevard and 2<sup>nd</sup> Street.

For any Skechers Performance™ merchandise purchased during the Health & Fitness EXPO, shoppers have the option to round their purchase up to the nearest whole dollar or make a flat donation with proceeds going to Angel City Pit Bulls—an official race charity—to help assist hundreds of sheltered pit bulls in the Los Angeles area find permanent homes. Skechers Performance™ and Angel City Pit Bulls will also host an 80's-themed cheer zone at mile 15 of the marathon course—near the corner of Santa Monica and Robertson boulevards. Spectators are invited to join the cheer zone in 80's-inspired costumes and enjoy giveaways for both dogs and their owners.

Live murals of iconic landmarks from the marathon course will be painted inside the Skechers Performance™ booth at the Health & Fitness EXPO on Friday and Saturday afternoon, **which will be donated to several schools across Los Angeles following the race.** Race participants will also be able to find their name on the wall of the booth for the duration of the EXPO. Booth visitors will have the opportunity to meet Skechers Performance™ elite athlete and four-time Olympian, Meb Keflezighi, on Saturday, March 17<sup>th</sup> from 12-1:30 pm. Meb will also make an appearance during Sunday's live broadcast of the race on KTLA, where he will be providing an inside look on his life post-retirement from competitive racing.

Since the division launched in 2011, Skechers Performance™ footwear and apparel has earned respect throughout the running world and won numerous awards within the footwear industry for its Skechers GOrun® collection. For updates on the collection, visit GOSkechers.com and follow @SkechersPerformance on Facebook, Instagram and Twitter. The Skechers GOrun® collection 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 160 countries and territories worldwide via department and specialty stores, 2,570 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 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, 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, 2017. 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.*

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