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SKECHERS

Skechers Performance™ Elite Athlete Matt Kuchar Wins Mayakoba Golf Classic

The PGA Tour pro swings to victory wearing Skechers GO GOLF Pro 4

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX), celebrates Olympic medalist and Skechers Performance ambassador Matt Kuchar's victory at the Mayakoba Golf Classic at El Camaleon Golf Course yesterday, November 11, 2018, in Playa Del Carmen, Mexico. Kuchar—who competes wearing Skechers GO GOLF footwear—finished at 22 under overall, marking his eighth career PGA Tour win, which moves him up to 29th in the Official World Golf Rankings.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20181112005800/en/>



Matt Kuchar—wearing Skechers GO GOLF footwear—lines up a putt on the fifth green of his winning final round at the Mayakoba Golf Classic in Playa del Carmen, Mexico. (Photo: Business Wire)

“It’s terrific to be back in the winner’s circle, and I really feel like my Skechers factored into my success,” said Matt Kuchar. “Confidence and comfort are always critical components in how well I play, and Skechers has designed incredible product that allows me to focus on what I have to do on the course to be my best.”

“We’re proud to be part of Matt’s amazing game this

weekend as he secured this pivotal tournament win,” said Michael Greenberg, president of Skechers. “To say it couldn’t happen to a nicer guy is an understatement. Golf fans around the globe have followed his career for two decades, and to see what he’s now accomplished is an inspiration to all. As one of the first pros on our team, he’s been an amazing asset for driving awareness and excitement for the Skechers GO GOLF collection.”

Kuchar has been a leading and respected golfer since breaking onto the golf scene as the U.S. amateur champion in 1998. Now with eight Tour titles in his career, Kuchar is a perennial fixture atop leaderboards. His 2013 season was especially notable, as he earned two victories that year and also helped the U.S. squad beat the international team at the Presidents Cup. In 2016, Kuchar won a bronze for the United States at the Olympics and was also part of the victorious U.S. team at the Ryder Cup. Yesterday, Kuchar achieved his first win since 2014's RBC Heritage.

Kuchar was one of the first elite pros to join the Skechers Performance Golf Team in 2014. The brand's roster of elite golfers wearing Skechers GO GOLF also includes Brooke Henderson, Wesley Bryan, Russell Knox, Colin Montgomerie, and Billy Andrade. Kuchar has driven our Skechers GO GOLF marketing campaigns with a series of humorous commercials.

Known for its lightweight, high-quality, stable and comfortable designs, Skechers Performance GO GOLF has achieved prominence within the golf category, alongside the brand's award-winning running, walking and training collections. The Skechers Performance GO GOLF apparel line offers athletes comfort and freedom of movement through a wide assortment of styles constructed with innovative moisture-wicking fabrics in a variety of colors for both men and women.

Skechers Performance GO GOLF is available at Skechers retail stores and skechers.com as well as select retail partners including specialty golf pro shops.

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 170 countries and territories worldwide via department and specialty stores, 2,802 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 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 the Company's annual report on Form 10-K for the year ended December 31, 2017, and its quarterly report on Form 10-Q for the three months ended September 30, 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.

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