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Skechers Donates Thousands of Supplies for Those Impacted by Fires in California

Footwear Company Also Announces Holiday Season Retail Fundraising Campaign

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers is taking Giving Tuesday to heart in partnering with local non-profit organizations to donate much-needed goods for thousands of wildfire victims who have lost their homes and personal possessions after multiple disasters in Northern and Southern California. Additionally, the Company is announcing a state-wide fundraising campaign at Skechers California retail stores through the holiday season.

Skechers is donating more than 10,000 items, including new shoes, socks, apparel, hats, totes, and gift bags filled with toys, snacks, and more, to those devastated by the Camp Fire through the Salvation Army in Chico. Additionally, Skechers donated shoes, socks and apparel to Woolsey Fire residents this past weekend. Today, Skechers also launched a register roundup at its 100 California stores to raise money for the California Community Foundation's Wildfire Relief Fund, which provides intermediate and long-term recovery support for wildfire victims.

"The scope of California's wildfires is unfathomable – the city of Paradise and neighboring areas have been decimated. These people have lost their friends and families, their homes, their jobs. And as a California-based company with many friends who evacuated and some who lost everything in the Woolsey Fire – this disaster strikes very close to home for us," said Michael Greenberg, president of Skechers. "Giving Tuesday is a special reminder that every day is an opportunity to make a difference in the lives of those in need. And this holiday season, more than ever, is a chance for all of us to come together as a community and as a state to rally for these devastated people."

"The experience of seeing so much loss around me has inspired me and my family to do all that we can to help our community," said Brooke Burke, a Malibu resident who has organized donation outreach in support of the Woolsey fire victims. "As a Skechers ambassador, I know that Skechers has a beautiful history of being there for families when they most need it – and I'm touched to see all the ways that they're trying to uplift thousands of California families. We are Malibu Strong, we are able!"

Knowing the need is ongoing, the Company is also collaborating with charity organization Delivering Good to donate more than 1,500 pairs of BOBS from Skechers donation shoes for children impacted in the Paradise area in December.

Skechers' Giving Tuesday disaster relief is the latest in the Company's ongoing commitment to families who have been impacted by natural disasters. Through its BOBS from Skechers program and corporate efforts, the Company has contributed to numerous natural disaster events dating back to Hurricane Katrina – most recently donating to flood

victims in Texas and Florida following Hurricanes Harvey and Irma, and sending thousands of new shoes, socks, apparel and backpacks in care packages to Hurricane Maria victims throughout Puerto Rico. To date, the BOBS from Skechers program has donated more than 15 million pairs of new shoes to children in need in the United States and more than 60 countries worldwide.

About Skechers U.S.A., Inc.

Skechers U.S.A., 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 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-

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