



Bobs From Skechers Footwear And Pet Accessory Charity Collection Arrives In Petco Stores

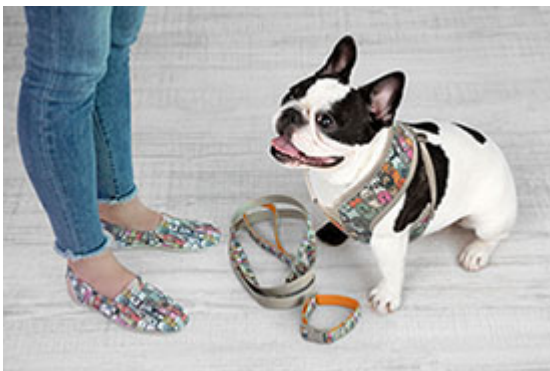
April 30, 2019

MANHATTAN BEACH, Calif. – April 30, 2019 – Pet parents and their furry friends can now dress up in BOBS together to help save shelter pets! Skechers and Petco have launched a new coordinated line of BOBS from Skechers footwear and Petco-exclusive collars, leashes and harnesses at more than 600 Petco retail stores and petco.com. For every purchase of BOBS from Skechers footwear or pet accessories, Skechers and Petco will make a donation to the Petco Foundation to help shelter pets across the United States.*



“This coordinated line is a natural extension of our BOBS from Skechers collection,” said Michael Greenberg, president of Skechers. “More importantly, having BOBS for Dogs and BOBS for Cats products available in Petco for the first time will introduce BOBS’ philanthropic movement to a new audience who may not be familiar with our efforts to help shelter animals. To be in front of pet lovers where they shop is exciting, both for our brand and for the dogs and cats that will benefit from our charity partnership with the Petco Foundation.”

“Pet parents are always looking for new ways to express how much they love their animals, so we’re thrilled to introduce this special new collection at Petco,” said Alex Tomey, Co-Chief Merchandising Officer for the national pet specialty retailer. “We’ve never sold human shoes at Petco before, but we think pet parents will love the ability to combine their own BOBS from Skechers styles with matching collars, leashes and harnesses for their beloved pets, plus the feel-good opportunity to help shelter pets with each purchase.”



Skechers’ partnership with the Petco Foundation is its newest commitment to improving animals’ lives through BOBS from Skechers. Since 2016, Skechers has donated more than \$3.4 million to support shelter pets, funds which have helped more than 583,000 shelter pets, including saving the lives of more than 241,000 rescued animals in the United States.

Now a year-round lifestyle brand, Skechers’ iconic BOBS collection features popular dog breeds, cartooned animal mosaics, and world-famous personalities like Garfield, Grumpy Cat, and Scooby-Doo – as well as apparel from its recently launched animal-themed casual and sleepwear collections.

To learn more, follow BOBS from Skechers on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#), or visit www.BOBSfromSKECHERS.com.

* Skechers U.S.A., Inc., 228 Manhattan Beach Blvd., Manhattan Beach, CA 90266, 310-318-3100. Petco Foundation, 654 Richland Hills Drive, San Antonio, TX 78245, 858-453-7845. During the promotion, twenty-five cents will be donated to the Petco Foundation per unit of specially marked BOBS from Skechers footwear and accessories sold in the U.S. to help save the lives of dogs and cats in America’s shelters. The promotion runs January 1, 2019 through December 31, 2021.

[About Skechers U.S.A., Inc.](#)

Based in Manhattan Beach, California, Skechers (NYSE:SKX) 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, more than 3,060 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, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

About Petco and the Petco Foundation

Petco is a leading pet specialty retailer with more than 50 years of service to pet parents. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; complete pet care services and veterinary advice through [PetCoach](#); and petco.com. The [Petco Foundation](#), an independent nonprofit organization, has invested more than \$250 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

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, 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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