

Photo Release -- SKECHERS Enhances Flagship Times Square Store With Spectacular LED Display System

New Daktronics-Manufactured Displays Highlight the Exterior of SKECHERS' Recently Revamped Times Square Store

BROOKINGS, S.D., July 15, 2013 (GLOBE NEWSWIRE) -- [SKECHERS USA, Inc.](#) (NYSE:SKX) recently remodeled their East Coast flagship store located on 42nd street in Times Square. The new look features five spectacular outdoor LED displays and three static displays provided by [Daktronics Inc.](#) (Nasdaq:DAKT).

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=19858>

SKECHERS' new Times Square signage includes a marquee with two main high resolution LED video displays and two illuminated backlit channel letters. In addition to the marquee displays, SKECHERS added a LED banner display and a LED video blade. The combined LED video system spans more than 700 square feet, features 10 mm pixel spacing and exclusively advertises the SKECHERS brand. [Watch a video of SKECHERS new LED displays in action.](#)

"The new LED screens have definitely enhanced our Times Square store with more dynamic visual displays," said Marc Rooney, Vice President of Retail Operations for SKECHERS USA. "We are very pleased with the results of this remodel in one of the key tourist and shopping destinations in the world."

In addition to the four LED video displays, SKECHERS chose Daktronics [ProPixel® freeform puck elements](#) as a lighting accent beneath the storefront's canopy, adding another depth of ambiance to the modern design aesthetic.

Daktronics HD LED video displays bring high-resolution video to any environment by combining the brightest, bin-sorted LEDs available with a flexible, weather-ready video module design. A darker display face provides deeper, more pronounced blacks, while custom LED louvers and an innovative pixel layout work to significantly improve color integrity.

Daktronics' first Times Square project was for the Dow Jones Zipper display in 1986. Since then, no other electronic display manufacturer has installed more LED displays in this world-renowned area.

Discover more about Daktronics dynamic LED video displays at: www.daktronics.com/spectaculars.

ABOUT DAKTRONICS

Daktronics has strong leadership positions in, and is the world's largest supplier of, computer-programmable displays, large screen video displays, digital billboards, and electronic scoreboards and control systems. The company excels in the control of large display systems, including those that require integration of multiple complex displays showing real-time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display systems for customers around the world, in sport, business and transportation applications. For more information, visit the company's World Wide Web site at: www.daktronics.com or e-mail the company at commercial@daktronics.com, call (605) 692-0200 ext. 56219 or toll-free (800) 325-8766 in the United States or write to the company at 201 Daktronics Drive PO Box 5128 Brookings, S.D. 57006-5128.

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE:SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of footwear for men, women and children under the SKECHERS name. SKECHERS footwear is available in the United States via department and specialty stores, Company-owned SKECHERS retail stores and its e-commerce website, and over 100 countries and territories through the Company's global network of distributors and subsidiaries in Brazil, Canada, Chile, Japan, and across Europe, as well as through joint ventures in Asia. For more information, please visit www.skechers.com, and follow us on Facebook (www.facebook.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

DAKTRONICS, INC. SAFE HARBOR STATEMENT

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions and other risks noted in the company's SEC filings, including its Annual Report on Form 10-K for its 2013 fiscal year. Forward-looking statements are made in the context of information available as of the date stated. The Company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

SKECHERS USA, INC. SAFE HARBOR STATEMENT

This announcement may contain forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include, without limitation, any statement that may predict, forecast, indicate or simply state future results, performance or achievements, and 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 the resignation of the Company's former independent registered public accounting firm, and its withdrawal of its audit reports with respect to certain of the Company's historical financial statements; international, national and local general economic, political and market conditions including the ongoing global economic slowdown and market instability; 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, 2012 and its quarterly report on Form 10-Q for the three months ended March 31, 2013. 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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New Daktronics-manufactured outdoor LED video display system installed at SKECHERS flagship NYC store location.