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Skechers x Dr. Seuss Footwear Collection Launches

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers is stepping into the iconic world of one of the most beloved authors of all time with the new Skechers x Dr. Seuss collection. The offering captures Dr. Seuss's fantastical stories, starting with the world-famous characters and designs from his timeless classic, *The Cat in the Hat*.



Skechers steps into the iconic world of Dr. Seuss with its new Skechers x Dr. Seuss fashion and casual collection, starting with characters and designs from the beloved writer's legendary book *The Cat in the Hat*. (Photo: Business Wire)

"Dr. Seuss is one of the world's biggest cultural icons—read, shared and celebrated by millions since the 1950s. And now his legendary characters and vivid designs are here to walk the walk, in the spirit of his great talk," said Michael Greenberg, president of Skechers. "We've taken our most popular footwear styles and have infused them with Dr.

Seuss's one-of-a-kind designs, delivering the unique charm that only he can offer—even creating matching pairs that parents and their kids can wear together."

Skechers x Dr. Seuss is a multi-year, worldwide footwear partnership that will bring Dr. Seuss's vibrant world to life in wearable, comfortable designs for adults and children.

"Skechers is the ultimate family brand for every age—and their broad, dedicated fanbase is a perfect fit for the millions who love Dr. Seuss around the world," said Susan Brandt, president of Dr. Seuss Enterprises. "Their innovative spirit, vivid styling and comfortable footwear designs make stepping out in Dr. Seuss even more fun. We look forward to every chapter of this partnership, as Skechers unveils a new Dr. Seuss adventure with each new collection."

Starting with the legendary tale *The Cat in the Hat*, the Skechers x Dr. Seuss collection will launch with popular styles from Skechers Street, BOBS from Skechers and Skechers Kids featuring the Cat in the Hat, Thing 1 and Thing 2, and the story's vibrant colors and patterns. Future collections are planned with characters and designs from many of Dr. Seuss's beloved tales, including *Green Eggs and Ham*, *One Fish, Two Fish, Red Fish, Blue Fish*, *Oh, the Places You'll Go!* and *How the Grinch Stole Christmas!*

The Skechers x Dr. Seuss collection for adults and children is now available at [Skechers.com](https://www.skechers.com) and will be available in select Skechers retail stores this September in the United States, Canada and Europe, expanding to exclusive markets worldwide.

About Skechers USA, Inc.

Based in Manhattan Beach, California, Skechers (NYSE: SKX) designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. The Company's collections are available in the United States and over 170 countries and territories via department and specialty stores, and direct to consumers through 3,615 Company- and third-party-owned retail stores and 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, Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [TikTok](#).

About Dr. Seuss Enterprises, L.P.

Dr. Seuss Enterprises is a leading global children's entertainment company focused on preserving and enhancing the quality and dignity of Dr. Seuss's body of work thereby ensuring that each generation will experience the stories, characters, life lessons, and genius of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Dr. Seuss Enterprises' global endeavors complement Dr. Seuss's iconic books and include films, TV shows, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. Ted Geisel once said he never wanted to license his characters to anyone who would "round out the edges" – a guiding principle at Dr. Seuss Enterprises. For more information about Dr. Seuss, visit Seussville.com and follow us on [Instagram](#), [Facebook](#), [YouTube](#), and [Pinterest](#).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. 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 the disruption of business and operations due to the COVID-19 pandemic; 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, 2019 and its quarterly report on Form 10-Q for the three months ended June 30, 2020. More specifically, the COVID-19 pandemic has had and is currently having a significant impact on Skechers' business, financial conditions, cash flow and results of operations. Forward-looking statements with respect to the COVID-19 pandemic include, without limitation, Skechers' plans in response to this pandemic. At this time, there is significant uncertainty about the COVID-19 pandemic, including without limitation, (i) the duration and extent of the impact of the pandemic, (ii) governmental responses to the pandemic, including how such responses could impact Skechers' business and operations, as well as the operations of its factories and other business partners, (iii) the effectiveness of Skechers' actions taken in response to these risks, and (iv) Skechers' ability to effectively and timely adjust its plans in response to the rapidly changing retail and economic environment. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. 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 we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business 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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