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Skechers GOrun Speed Elite Hyper Now Available to All Competitive Runners

Ultra-lightweight Flagship Racing Flat Elevates Skechers' Performance Running Category

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- The Skechers flagship racing flat, Skechers GOrun Speed Elite Hyper, will now be available to all competitive runners for the first time. This unique racer, originally exclusive to elite Skechers runners, is designed to be as light as possible with quick turnover and running economy in mind.



Skechers GOrun Speed Elite Hyper—the brand's ultra-lightweight flagship racing flat—is now available to all competitive runners. (Photo: Business Wire)

"Our design team and road testers work tirelessly to ensure that our performance running shoes are fast and deliver the latest innovations," said Michael Greenberg, president of Skechers. "The pure result of this effort is the Skechers GOrun Speed Elite Hyper—our flagship technical racing flat that represents everything we stand for in the category. We originally designed this shoe specifically for the elite athletes on our team—giving them the competitive edge

to win races. Runners around the world have been asking when they could get a pair. We listened, and the Skechers GOrun Speed Elite Hyper is now available to anyone aiming for the podium. We expect the running community buzz generated by the Speed Elite Hyper will also shine the spotlight on our entire collection of award-winning performance running products."

"The Speed Elite Hyper is a fantastic shoe and it has become my go-to in road races," said 17-time national champion and Skechers elite runner Edward Cheserek, who tested and provided keen insight on the competitive flat. "It's great this racer that I helped develop is now available to all runners."

The Skechers GOrun Speed Elite Hyper is designed to compete with the highest tier of technical running gear in the market. It features a unique patent-pending infused carbon fiber polymer winglet plate that makes the Speed Elite Hyper one of the lightest, fastest, most authentic racers in this category. Developed through biomechanical testing and insights from elite athletes, the winglet plate is designed to help runners transmit power to the ground with reduced energy loss, for improved running economy.

The Speed Elite Hyper is the latest in a collection of running styles from Skechers that feature an innovative Hyper Burst midsole, which is made using a “super critical” foaming process to create spherically-shaped cells in tight format. It is the lightest and most resilient midsole foam that Skechers Performance has offered to date. The unique irregular cell structure is unlike most other EVA foams on the market today. The shoe also includes Goodyear Rubber Technology on a portion of the outsole for enhanced grip, stability and durability.

Since its debut with the first model of Skechers GOrun worn by Meb Keflezighi in 2012, Skechers Performance footwear has earned respect throughout the running world and won numerous awards within the footwear industry—including 10 editorial awards in 2019 alone.

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 3,300 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](#).

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, and its quarterly report on Form 10-Q for the three months ended September 30, 2019. 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 operations 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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