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SKECHERS

Skechers Elite Runner Edward Cheserek Wins 10K and Sets New PB During Sunset Tour in Los Angeles

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers celebrates 17-time NCAA national champion Edward Cheserek winning the 10K race during the Sunset Tour on Saturday in Los Angeles—his first pro career attempt on the track at this distance. Cheserek, who ran in custom-made prototype Skechers GO RUN track spikes, crossed the finish line first in 27:42, which was 48 seconds faster than his previous best time at this distance set at the 2014 NCAA Championship. This follows his recent victory at the 5K distance with a meet-record time of 13:21 on August 22.



Skechers elite runner Edward Cheserek sets new PB winning the 10K at the Sunset Tour in Los Angeles. Photo credit: Evan Barnes.

"It feels great to be racing again after the extended time off during the pandemic, so to find my groove with the 5K win last week and then win my first career pro 10K attempt on the track is even better," said Edward Cheserek. "I'm thankful for the partnership with Skechers. I asked them for an even lighter race day shoe and they delivered—leading to a new personal best today at this distance six years after the collegiate championships in 2014."

"Edward continues to be a dominating force in running, and we're lucky to have him on our team racing in Skechers GO RUN footwear," said Michael Greenberg, president of Skechers. "The combination of his power, strength and dedication plus our footwear has given Edward the competitive edge he needs to succeed. We're proud to be part of his journey as the sport gets back in gear building up to Tokyo next summer."

Originally from Kenya, Cheserek attended Saint Benedict's Preparatory School in New Jersey, where he was named the Gatorade 2013 National Cross Country Runner of the Year, before choosing to continue his collegiate career at distance running powerhouse, University of Oregon. In 2013, Cheserek became the first freshman in school history to win the NCAA National Cross Country Championships, and

would then go on to repeat as cross country champion in his sophomore and junior years. By the end of his collegiate career, Cheserek was the winningest male athlete in NCAA

Division I athletics' history with a combined 17 national championships in cross country plus indoor and outdoor track and field. After going pro in September 2017, he set a new PR in the indoor mile with a win at the 2018 Boston University Valentine Invitational. Wearing custom Skechers GO RUN racing spikes, his time of 3:49.44 placed him at #2 all-time on the world record list for that distance. In April 2019, Cheserek won the Carlsbad 5000 in 13:29, tying the IAAF road world record and achieving a new road 5K personal best.

Since its debut with the first model of Skechers GO RUN 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.

The entire Skechers GO RUN collection for men and women is available at Skechers retail stores and [skechers.com](https://www.skechers.com) as well as select retail partners.

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](#).

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 may 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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Source: Skechers USA, Inc.