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NASCAR Legend Rusty Wallace to Drive for Skechers

Racing Hall of Famer Hits the Fast Lane in Skechers Men's Footwear Campaign

LOS ANGELES--(BUSINESS WIRE)-- Skechers, The Comfort Technology Company™, has recruited NASCAR Hall of Fame race car driver and broadcast analyst Rusty Wallace to help drop the green flag for its men's footwear featuring Goodyear® Performance Outsoles. Rusty Wallace will star in a multi-platform men's marketing campaign for the global lifestyle and performance brand launching later this year.



Hall of Famer Rusty Wallace to drive Skechers campaign for the brand's men's footwear featuring Goodyear® Performance Outsoles. (Photo: Business Wire)

everyone to see it.”

“When I was behind the wheel for thirty years, comfort in the car wasn’t always my first concern. Now it’s something I can’t live without and Skechers has footwear that delivers,” said Rusty Wallace. “And after racing cars with Goodyear tires most of my life, I appreciate having that same traction performance on my Skechers. We’re working on a fun campaign to show the fans why I love these shoes so much, and I can’t wait for

“Skechers has turned to sports icons to drive awareness for our men’s products for many years, and Rusty Wallace, with his energetic personality and Hall of Fame career, will be a perfect addition to our roster,” added Michael Greenberg, president of Skechers. “Stock car racing has a massive fanbase in the United States and Rusty continues to be an ambassador of the sport. We expect this commercial will reach an important demographic and help generate buzz for our styles featuring Goodyear Performance Outsoles and convey the story that all of our footwear is packed with innovative comfort technologies perfect for men everywhere.”

Skechers has been leading the industry on comfort through the development of innovative technologies and materials for many years. Consumers can only find these signature

features in Skechers products. This includes patented Skechers Arch Fit Technology™ along with Skechers Max Cushioning Technology™, Skechers Hyper Burst Technology™, Skechers Air-Cooled Memory Foam®, Skechers Relaxed Fit Technology™ and Skechers Stretch Fit Technology™, among many others.

Racing legend Russell William “Rusty” Wallace Jr. will go down in history as one of NASCAR’s finest drivers. He was the 1984 Rookie of the Year, 1989 NASCAR Cup Series Champion, and won 55 Cup Series races—11th best all-time. Beyond NASCAR, he triumphed over many of the world’s greatest drivers to win the International Race of Champions series title in 1991. Over the years, Wallace has been inducted to the NASCAR Hall of Fame, the International Motorsports Hall of Fame, and the Motorsports Hall of Fame of America. After retirement, he was the lead racing analyst for ABC and ESPN through 2014 and is currently heard as the lead analyst for MRN radio. Wallace’s philanthropic pursuits include serving on the board of the NASCAR Foundation in support of the charity’s mission of helping children live, learn and play.

Wallace joins a roster of athletes and sports icons that represent Skechers’ lifestyle collections for men. The list currently includes ace Dodgers pitcher Clayton Kershaw, former quarterback and broadcaster Tony Romo, former defensive end and broadcaster Howie Long, former wide receiver Cris Carter, as well as boxer Sugar Ray Leonard. The brand also features former soccer players Jamie Redknapp and Michael Ballack in Europe. Through the years, Skechers has utilized sports greats when advertising its men’s collection with an alumni list featuring names like Kareem Abdul-Jabbar, Rick Fox, Wayne Gretzky, Ronnie Lott, Karl Malone, Joe Montana, Joe Namath, David Ortiz, Mariano Rivera, Pete Rose, Ozzie Smith, and the late Tommy Lasorda.

Skechers offers a wide range of options featuring Goodyear Performance Outsoles for enhanced traction, stability and durability. The collection includes styles for running, walking and hiking, rugged sandals, everyday sneakers, work safety footwear, boots and more for both men and women. Skechers men’s footwear and apparel collections are available in Skechers retail stores as well as at [skechers.com](https://www.skechers.com), plus department stores and footwear retailers around the globe.

About SKECHERS USA, Inc.

Skechers (NYSE:SKX), The Comfort Technology Company based in Southern California, 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 4,170 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](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), [Twitter](https://twitter.com/skechers), and [TikTok](https://www.tiktok.com/@skechers).

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; delays or disruptions in our supply chain; 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, 2020 and its quarterly report on Form 10-Q for the three months ended September 30, 2021. 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.

