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Amanda Kloots to Appear in Skechers Footwear & Apparel Campaigns

LOS ANGELES--(BUSINESS WIRE)-- Skechers, The Comfort Technology Company™, announced that the brand has signed television personality, dancer and fitness entrepreneur Amanda Kloots to join the Company's team of renowned ambassadors. Kloots will appear in a multi-platform campaign supporting the global lifestyle and performance brand's footwear and apparel offering throughout North America.



"As a mom and businesswoman, I'm grateful for how comfortable Skechers are so I can focus on my day—and the fact that they offer the total package with shoes and apparel makes this brand a perfect fit for my active lifestyle," said Amanda Kloots. "Through my years of dancing and training, I've learned how important it is to treat your body well—which is why I'm thrilled to represent their comfort technology offerings. These collections, including Max Cushioning for my first campaign, are so incredible, they feel like they were designed just for me—and I'm excited to share that experience with women everywhere."

"Amanda is an inspiration on so many levels. Her roots in fitness and growing national fame as a beloved media personality make her a wonderful ambassador for our brand," added Michael Greenberg, president of Skechers. "She's charismatic, honest and fearless in a way that has endeared millions to her. We're confident that she will continue to reach new heights in all of her professional and personal pursuits, and we're looking forward to outfitting her in Skechers' latest comfort technologies along the way."

TV, dance and fitness star Amanda Kloots gets comfortable in her new Skechers footwear and apparel campaign. (Photo: Business Wire)

A former Broadway dancer and Radio City Rockette, Kloots has performed on stage, film and television for over 17 years. Her love of dance and fitness led her to work and lead classes at one of New York's premier fitness studios. In 2016,

Kloots launched the first of her entrepreneurship—developing her AK! Fitness brand, which features jump ropes and dance mixed with cross training to create a unique full-body workout. Over the past year, she released her memoir, the New York Times bestseller "Live Your Life: My Story of Loving and Losing Nick Cordero" and competed on the 30th season of "Dancing with The Stars," and is now co-host of CBS' Daytime Emmy Award-winning talk

show “The Talk.”

Kloots joins a roster of Skechers ambassadors that includes fellow fitness guru Brooke Burke and NASCAR legend Rusty Wallace, as well as a slate of athletic icons such as Dodgers pitcher Clayton Kershaw, former quarterback and broadcaster Tony Romo, former defensive end and broadcaster Howie Long, former wide receiver and sports analyst Cris Carter, boxer Sugar Ray Leonard and golfer Brooke Henderson.

An industry leader in comfort known for developing innovative technologies and materials, Skechers offers a wide range of signature features including its patented Skechers Arch Fit Technology™, Skechers Max Cushioning Technology™, Skechers Hyper Burst Technology™, Skechers Air-Cooled Memory Foam®, Skechers Relaxed Fit Technology™ and Skechers Stretch Fit Technology™. The Company’s footwear and apparel collections are available in Skechers retail stores as well as [skechers.com](https://www.skechers.com), plus department stores and footwear retailers around the globe.

About SKECHERS USA, Inc.

Skechers USA, Inc. (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, India, Japan, the Philippines, Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](https://www.facebook.com/skechersusa), [Instagram](https://www.instagram.com/skechersusa), [Twitter](https://twitter.com/skechersusa), and [TikTok](https://www.tiktok.com/@skechersusa).

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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