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Willie Nelson Goes on the Road in Legalize Campaign With Skechers at the Super Bowl

Iconic Musician and Activist Appears In Two Big Game Campaigns Supporting The Comfort Technology Brand's Footwear

LOS ANGELES--(BUSINESS WIRE)-- Pass the Skechers! The Comfort Technology Company™ is back on the biggest advertising stage in the world with one of the all-time greats in music—Willie Nelson. The global campaign kicks off on Super Bowl Sunday with the legendary artist appearing in two Skechers commercials filmed on his Luck Ranch near Austin, Texas—one featuring his iconic song “On the Road Again” and a second that offers a fun twist on his signature advocacy to legalize...comfort.



“I can’t resist making an appearance during the Super Bowl,” said Willie Nelson, who continues his Willie Nelson & Family Tour in April. “And I’m doing this because of a message we can all agree on—everyone deserves the right to feel comfortable. From the bus to the stage to a jog around the ranch, staying healthy and feeling good is how I can keep doing what I love.”

“Willie Nelson is an American icon whose appeal knows no boundaries and a perfect fit for our new global campaign that begins at the Super Bowl. He’s still on his feet doing what he loves best—entertaining the masses on tour, and now helping spread our comfort message along the way,” added Michael Greenberg, president of Skechers. “We know featuring Willie’s genuine personality and well-known passions in a pair of commercials will make an impression for the millions watching the game. Fans will remember that only Skechers offers innovative

Legendary artist Willie Nelson helps legalize comfort in Skechers Super Bowl campaign. (Photo: Business Wire)

comfort technologies that are almost beyond regulation.”

The Willie Nelson [“On the Road”](#) and [“Legalize”](#) commercials will mark the ninth time that Skechers has advertised during the Big Game since first appearing in a spot starring Joe Montana in 2010. One of the brand’s most talked-about spots from 2012 featured Mark Cuban watching a French bulldog named Mr. Quiggly racing in Skechers GOrun footwear.

Skechers has been leading the industry in comfort with 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.

The complete range of Skechers footwear for men, women and kids is available in Skechers retail stores as well as [skechers.com](#), plus department stores and footwear retailers around the globe.

About Willie Nelson

With a seven-decade career, Willie Nelson has earned every conceivable award as a musician and amassed reputable credentials as an author, actor, and activist. He continues to thrive as a relevant and progressive musical and cultural force. In recent years, he has delivered more than a dozen new albums, released a Top 10 *New York Times*’ bestsellers book, again headlined Farm Aid, an event he co-founded in 1985, been honored by the Library of Congress with their Gershwin Prize for Popular Song, received his 5th degree black belt in Gong Kwon Yu Sul, headlined the annual Luck Reunion food and music festival during SXSW, launched his cannabis companies Willie’s Reserve and Willie’s Remedy, and graced the covers of *Rolling Stone* and *AARP The Magazine*. In July 2020, Willie released his album *First Rose of Spring* - an atmospheric soulful showcase of beautifully-written songs and poignant performances. September 2020 brought a memoir with his sister and pianist Bobbie Nelson titled, *Me and Sister Bobbie: True Tales of The Family Band* For 2021, he released a new studio album in February — *That’s Life*, Willie’s second album of standards and classics made famous by Frank Sinatra (his first, 2018’s *My Way*, earned Willie the Grammy for Best Traditional Pop Solo Album). The two legends were friends, musical colleagues, and mutual admirers of each other’s work. In June 2021, a collection of his thoughts on America, family, faith and music hit shelves as a book titled *Willie Nelson’s Letters to America*. And in November 2021, Nelson released another new studio album, *The Willie Nelson Family*, a collection of country gospel-flavored songs performed by Willie’s Family Band. These creative endeavors as well as new songs and performances that add to his classic catalog, find Willie Nelson rolling at an artistic peak, writing and singing and playing with the seasoned wit and wisdom that comes from the road.

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 180 countries and territories via department and specialty stores, and direct to consumers through 4,306 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, Europe and Latin America. For more information, please visit [about.skechers.com](https://www.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; 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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