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Snoop Dogg Drops First Footwear Collab With Skechers

Skechers x Snoop Dogg Collection Part of Multi-Year Partnership

LOS ANGELES--(BUSINESS WIRE)-- Entertainment icon Snoop Dogg sets his eyes on conquering the footwear world by bringing his style to Skechers as part of a multi-year partnership. With the first styles dropping today, the Skechers x Snoop Dogg collection fuses the innovative comfort of Skechers with Snoop's unique design vision in a range of versatile and street-ready sneakers that adapt to any lifestyle.



"The excellent team at Skechers took my ideas and my flavor and we created this collection for all walks of life," said Snoop. "Step yo shoe game up with my style and swag in every pair—with Skechers you'll be comfortable wherever you go. Wear them with a suit to a wedding or on the court with shorts, you'll look fly either way because these shoes are for everyone."

"We were already working with Snoop on the co-branded collection prior to his incredible award-winning Skechers x Snoop Dogg Super Bowl commercial earlier this year," said Michael Greenberg, president of Skechers. "Snoop combined his eye for style and laid-back sensibility with the signature comfort of Skechers, resulting in an authentic collaboration and partnership."

The initial OG and Remix Capsule of unisex styles from Skechers x Snoop Dogg is available now at [skechers.com](https://www.skechers.com) and Skechers retail stores in the United States, and is rolling out to specialty stores, as well as Skechers stores and websites around the globe. Two additional limited-edition capsules are scheduled to launch in the coming weeks, including a collectors' capsule featuring Snoop's iconic NFT character Dr. Bombay. These initial capsules are just the start, with more exciting designs to follow later this year and beyond.

Skechers x Snoop Dogg collaboration launches with footwear styles for all walks of life. (Graphic: Business Wire)

About Snoop Dogg

An Entertainment Industry Mogul, Snoop Dogg has reigned for nearly three decades as an unparalleled force who has raised the bar as a globally recognized innovator. Snoop Dogg is an American rapper, singer, songwriter, actor, record producer, DJ, media personality,

businessman and icon. In addition to his extensive work in music, Snoop Dogg is a serial entrepreneur with endeavors in Web 3.0, tech, entertainment, lifestyle, global consumer brands, food/beverage and cannabis industries.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® 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. Collections from The Comfort Technology Company™ are available in over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and over 4,500 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, 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," "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 effects of inflation and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States and the impact of Russia's war of Ukraine; 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, 2022 and its quarterly reports on Form 10-Q in 2023. 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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