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**SKECHERS**

# Meb Wins 2014 Boston Marathon Wearing Skechers Performance Division Footwear

**Top American Elite Runner Sets New Personal Record at Emotional Boston Strong Event**

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- The [Skechers Performance Division](#) congratulates elite athlete and Olympic medalist Meb as the men's winner of the 2014 Boston Marathon. Wearing the new Skechers GOMeb Speed 3 shoes, Meb broke his personal record with a time of 2:08:37, and is the first American male to win the Boston Marathon since 1983, and the first American since 1985.



Meb crossing the finish line in his signature Skechers GOMeb Speed 3 shoes for the win at the 2014 Boston Marathon. (Jim Rogash / Getty Images)

"A year ago I decided I wanted to win the 2014 Boston Marathon for the people of Boston and for the U.S.," said Meb. "When the Red Sox put the World Series trophy at the Boston Marathon finish line during the victory parade last year, I was inspired more than ever to come back and win. With the support of the Skechers Performance Division by my side every step of the way, today I have won for the city of Boston, and for the entire U.S."

"This is a very significant win for both Meb and the [Skechers Performance Division](#), but also, and more importantly, for Boston and America," said Rick Higgins, Vice President of Merchandising & Marketing for the Skechers Performance Division. "We are so proud of Meb and his monumental accomplishment on what was clearly a very emotional day. We could not think of a better Skechers Performance brand ambassador than Meb."

The Skechers Performance Division first signed Meb in 2011 to represent the [Skechers Performance Division](#) as

it launched its new footwear line. Since that time, Meb has won more than five key races, including the U.S. Half Marathon Championship in Houston in January 2014, and the U.S. Olympic Trials in Houston in 2012. This past fall, Meb extended his contract with the

Skechers Performance Division through 2016.

Skechers Performance Division athletic shoes are available for men and women at SKECHERS retail stores, select specialty run retailers and online at Skechers.com. The new GOMeb Speed 3 will be available in fall 2014. Learn more about our products, athletes and much more on our new custom YouTube channel, [SkechersGOrun.com](http://SkechersGOrun.com) and follow us on Facebook ([facebook.com/SkechersPerformance](https://facebook.com/SkechersPerformance)), Twitter ([twitter.com/skechersGO](https://twitter.com/skechersGO)) and Instagram ([instagram.com/skechersperformance](https://instagram.com/skechersperformance)).

For more information and interview opportunities, please contact Jolene Abbott at 310-318-3100 x4839 or [jolenea@skechers.com](mailto:jolenea@skechers.com).

## **ABOUT SKECHERS USA, INC.**

SKECHERS USA, Inc. (NYSE: SKX), based in Manhattan Beach, California, designs, develops and markets a diverse range of footwear for men, women and children under the SKECHERS name. SKECHERS footwear is available in the United States via department and specialty stores, company-owned SKECHERS retail stores and its e-commerce website, and over 100 countries and territories through the company's global network of distributors and subsidiaries in Brazil, Canada, Chile, Japan and across Europe, as well as through joint ventures in Asia. For more information, please visit [www.skechers.com](http://www.skechers.com) and follow us on Facebook ([Facebook.com/SKECHERS](https://Facebook.com/SKECHERS)) and Twitter ([Twitter.com/SKECHERSUSA](https://Twitter.com/SKECHERSUSA)).

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