

July 30, 2025



Skechers Performance Introduces SKX Full-Court Press Basketball Shoes

The New Style Worn by WNBA Star Rickea Jackson is Built for Speed, Stability and Comfort on the Court

LOS ANGELES--(BUSINESS WIRE)-- Skechers Basketball is empowering WNBA, NBA and aspiring players with the launch of the SKX Full-Court Press™ basketball shoe. Inspired by the relentless energy and intensity of a game's most demanding defensive strategy, this all-new style is built for athletes who thrive under pressure and dominate the court from end to end. Los Angeles Sparks forward Rickea Jackson debuted the [SKX Full-Court Press](#) at the start of this season and is featured in the marketing campaign, which showcases how this responsive shoe helps players deliver the speed, stability and comfort needed to stay fresh through every hustle and quick-paced play.

Dominate the game in the Skechers SKX Full-Court Press™—built to keep you moving strong through every play on the court.

"We designed the SKX Full-Court Press for players who work every inch of the court to change a game's momentum and earn that win at the final buzzer," said Ben Stewart,

Vice President, Skechers Technical Performance Division. "Rickea is the perfect player to help us launch the SKX Full-Court Press. She's the first WNBA player on our team and exudes confidence under pressure both on and off the court as fans will see in her new Skechers Basketball campaign."

"Skechers has the comfort and performance down, but I really love this shoe because it's tuned to my style of play—fast, fluid, and explosive," said Rickea Jackson. "And off the court they look good too, so you feel confident as soon as you lace up. So many players will appreciate that you just transform into a pressure machine with the SKX Full-Court Press. It's amazing."

The low-top SKX Full-Court Press is a fusion of style and function with an eye-catching wraparound TPU Versa Wing™ in the midsole that offers supreme stability when making hard cuts to create space. The outsole features grippy Goodyear® rubber in a herringbone pattern for multi-directional traction ready for pace changes and action at both ends of the court. Resilient and ultra-lightweight Skechers Move Foam™ delivers long-lasting comfort to keep players feeling good through four intense quarters.

The new SKX Full-Court Press style and the full Skechers Basketball collection is available at Skechers website, select Skechers stores, as well as specialty retailers around the world. Fans can get behind-the-scenes access to Skechers Basketball product launches and more by following @skechersbasketball on [Instagram](#) and [TikTok](#).

Rickea Jackson is part of an elite Skechers Basketball roster that includes WNBA players Kiki Iriafen and Jackie Young, as well as NBA stars Julius Randle, Joel Embiid, OG Anunoby, Norman Powell, Terance Mann, Jabari Walker, and Josh Green.

Beyond basketball, Skechers also offers performance footwear for elite and casual athletes in running, soccer, golf, pickleball/padel, and cricket.

About SKECHERS U.S.A., 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 180 countries and territories through department and specialty stores, and direct to consumers through [skechers.com](https://www.skechers.com) and more than 5,300 Skechers retail stores. A Fortune 500[®] company, Skechers 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](#).

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 68,000 people and manufactures its products in 53 facilities in 20 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to www.goodyear.com/corporate.

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, tariffs and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States, and the impact of wars, acts of war and other conflicts around the world; 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, 2024 and its quarterly reports on

Form 10-Q in 2025. 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 U.S.A., Inc.