

# Skechers GO RUN 7 Hyper™ Named Gear of the Year by Outside Magazine

*Innovative Performance Running Style Tops Category In New Summer Gear Issue*

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Following on Skechers GO RUN Razor 3 Hyper™ being named Editors' Choice by *Runner's World* earlier this year, *Outside* magazine has named Skechers GO RUN 7 Hyper™ "Gear of the Year" for the road running category in its Summer 2019 Buyer's Guide. The editors noted that "Skechers hit a gold mine with its new midsole compound, called Skechers Hyper Burst™."



Skechers GO RUN 7 Hyper™ named "Gear of the Year" by Outside magazine. (Graphic: Business Wire)

insight developed through our team of elite runners like Meb and Edward Cheserek, and with Hyper Burst this shoe features one of our most groundbreaking cushioning technologies. We can't wait for consumers to experience it for themselves on their training runs and races this summer."

Featured with products spanning a wide range of categories that *Outside* editors feel will facilitate adventure, the Skechers GO RUN 7 Hyper was tested among 32 shoes spanning 16 different brands in the road running shoe category. This included feedback from runners who wear-tested the products. *Outside* noted that one tester said, "if my slippers were running shoes, this is what they would feel like." Another notes, "whatever deal with the devil Skechers had to strike was worth it. This midsole has a ton of energy and zing. The Hyper Burst foam is soft to the touch but doesn't feel mushy."

"It's an incredible honor that our latest generation of performance running footwear continues to be recognized," said Michael Greenberg, president of Skechers. "After first bringing Hyper Burst cushioning to market in our award-winning Skechers GO RUN Razor 3 Hyper running shoe earlier this year, we're excited that more runners will now get to experience it in our new Skechers GO RUN 7 Hyper. Year after year, we innovate the line with new

The key advancement in the Skechers GO RUN 7 Hyper is the Hyper Burst midsole, which is made using a “super critical™” foaming process to create spherically-shaped cells in tight format. It is the lightest and most resilient midsole foam that Skechers Performance has offered to date. The unique cell structure is unlike most other EVA foams on the market today.

The style also features pods on the outsole to boost the shoe’s cushioning power to feel smooth and responsive. The breathable compression knit upper construction helps enhance comfort while the signature M-Strike technology helps promote a midfoot strike for natural motion and greater efficiency in every stride. A knitted collar provides a sock-like supportive fit with a lockdown lacing system to deliver additional midfoot support. It’s a fantastic racing or training shoe.

The Skechers Performance division was established in 2012 with Meb Keflezighi wearing the first model of Skechers GO RUN, and the collection has earned respect throughout the running world and won numerous awards within the footwear industry. Skechers Elite runner Edward Cheserek trains, races and has won numerous races in styles featuring the new Hyper Burst midsole.

The Skechers GO RUN® collection for men and women is available at Skechers retail stores and [skechers.com](http://skechers.com) as well as select retail partners.

### **About Skechers USA, Inc.**

Based in Manhattan Beach, California, Skechers (NYSE:SKX) designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. Skechers footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, more than 3,060 Skechers Company-owned and third-party-owned retail stores, and the Company's 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, Japan, India, and throughout Europe and Latin America. For more information, please visit [about.skechers.com](http://about.skechers.com) and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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*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, 2018 and its quarterly report on Form 10-Q for the three months ended March 31, 2019. 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 the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses 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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