

February 24, 2020



## Skechers GO RUN Razor 3 Hyper Named “Editors’ Choice” by Runner’s World

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Awards continue to roll in for the acclaimed Skechers GO RUN Razor 3 Hyper performance training shoe—named by *Runner’s World* as the “Editors’ Choice” in a March/April 2020 cover story of best new running shoes. *Runner’s World* first generated buzz for the style with the same award this time last year and then later with the magazine’s “Gear of the Year” award in the September/October issue.



Given to an outstanding running shoe that successfully combines the highest-quality design and technology, the “Editors’ Choice” was awarded to Skechers GO RUN Razor 3 by the publication’s editors after more than 200 styles were tested by the *Runner’s World* Shoe Lab. This included feedback from over 250 runners who wear-tested each product through a month’s worth of mileage.

Skechers GO RUN Razor 3 Hyper named “Editors’ Choice” by Runner’s World in March/April 2020 cover story. (Photo: Business Wire)

“The big year for Skechers GO RUN Razor 3 Hyper continues with an incredible second consecutive mention as an ‘Editors’ Choice’ on the pages of *Runner’s World*,” said Michael Greenberg, president of Skechers. “Readers know the magazine as a trusted source when it comes to coverage of gear for the sport, so to earn these accolades, on top of a ‘Gear of the Year’ mention last September, is a testament to the innovation of this shoe and our entire range of award-winning running shoes featuring Hyper Burst cushioning. From Meb Keflezighi and Edward Cheserek to the enthusiast putting in miles on a Saturday morning, runners at every level are turning to Skechers for the performance footwear that will help them achieve their goals.”

Originally introduced in November 2018, the foundation of the 6.4 oz. Skechers GO RUN Razor 3 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 irregular cell structure is unlike most other EVA foams on the market today.

The style also features a durable, translucent and lightweight monomesh upper that ensures support and breathability. Plus, the seamless upper construction helps enhance comfort while the signature M-Strike technology helps promote a midfoot strike for greater efficiency in every stride. It's a versatile fast trainer or race-day shoe.

Other styles featuring Hyper Burst won several awards last year. *Outside* named Skechers GO RUN 7 Hyper "Gear of the Year" for the road running category in its Summer 2019 Buyer's Guide. And Skechers made a big impression at the Outdoor Retailer 2019 show with its road running shoe—Skechers GO RUN Maxroad 4 Hyper—earning two editorial awards, "Best of Outdoor Retailer" award by *Shape* magazine as well as "Editors' Choice Outdoor Retailer" by *Runner's World*.

The Skechers Performance division was established when Meb Keflezighi wore the first model of Skechers GO RUN in 2012, 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 events in products featuring the 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 3,550 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](#).

*Reference in this press release to "Sales" refers to Skechers' net sales reported under generally accepted accounting principles in the United States. This announcement also contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements 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 international economic, political and market conditions including the challenging consumer retail markets in the United States; the disruption of business and operations due to the coronavirus; 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, 2018, and its quarterly report on Form 10-Q for the three months ended September 30, 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 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.*

Jennifer Clay  
Skechers  
310-937-1326  
[jennnc@skechers.com](mailto:jennnc@skechers.com)

Source: SKECHERS USA, Inc.