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Shaq by Skechers Launches Basketball Footwear for Kids

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- While few can fill Shaquille O'Neal's size 22 shoes, Skechers is giving kids a chance to try through a new collaboration with the basketball legend. The Shaq by Skechers collection is the first-ever line of kids' athletic footwear designed especially for the basketball court under the Skechers Kids brand.

Skechers launches the Shaq by Skechers collection, Skechers Kids' first-ever line of shoes for the basketball court. (Photo: Business Wire)

"I think kids are going to love the way the new styles look and they'll love playing in

them even more," said Shaquille O'Neal. "These boys and girls might not be dunking yet, but I can't wait to see them posting up in their new Shaq by Skechers footwear!"

"This all-new children's basketball collection is an important addition to our offering, so it's only fitting that we're launching with the help of one of the biggest and best players in NBA history," said Michael Greenberg, president of Skechers. "Fans everywhere continue to enjoy Shaq's enthusiasm for the sport, so we know kids will be excited to wear his shoes while on the court or at play. We couldn't ask for a better ambassador to help us bring athletic footwear to elementary and middle schoolers in a new and exciting way."

The collection's core styles are available in three colorways and utilize premium materials with leather and knitted upper options plus lightweight midsoles and rubber outsoles for grip and durability. The mid-height sneakers feature a lace-up closure, with one of the styles offering a wide single strap for an easy, adjustable and snug fit. Every style includes the Shaq by Skechers mark and iconic dunking Shaq logo.

Shaquille O'Neal is considered to be one of the most dominant basketball players in history. At 7 feet, 1 inch tall, Shaq's larger-than-life personality and powerful athleticism have garnered passionate global fan bases across sports and entertainment. O'Neal played for six teams throughout his 19-year professional basketball career, winning three consecutive championships with the Los Angeles Lakers in 2000, 2001, and 2002, as well as a fourth with the Miami Heat in 2006. He is one of only three players to win the MVP, All-Star game MVP and Finals MVP awards in the same year. O'Neal currently appears as an analyst on TNT's *Inside The NBA*.

The Shaq by Skechers basketball footwear collection is available now in the United States at Skechers retail stores, www.skechers.com and select retail partners. The collection will land in Canada, Europe, Latin America and Israel later this year.

About Skechers U.S.A., 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 3,170 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 and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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