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Tony Romo Plays in Super Bowl

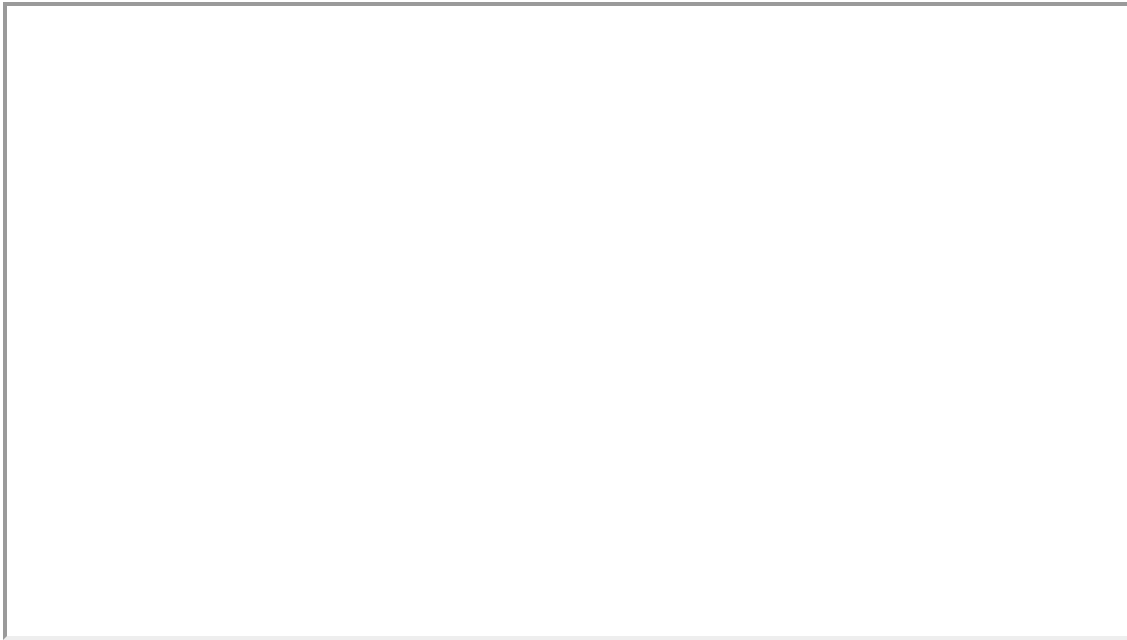
Former Quarterback and Broadcaster to Appear with Wife Candice in Commercial for Skechers Max Cushioning Footwear Airing During Second Quarter of the Big Game

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Merely going big at the Big Game isn't enough for Skechers! The footwear company is taking it "To the Max" in a new campaign starring former quarterback and this year's color commentator Tony Romo. Skechers, a regular advertiser during the Super Bowl, will air the Company's new Max Cushioning commercial early in the second quarter of the much-anticipated matchup and turn Romo, the broadcaster, into the third quarterback of the game. The spot features Tony and his wife Candice, revealing how comfort and humor make life more enjoyable.

"This has been the most unusual year, season and playoffs ever," said Tony Romo, who previously appeared in a Skechers Super Bowl commercial in 2019. "I'm happy to be back in the CBS booth for the Super Bowl, and back with Skechers for another campaign during the Big Game—this time with Candice. We do things to the max at home in Texas, Skechers does comfort to the max with Max Cushioning, and we brought it all together in true Romo style. Not much is funnier than me trying to take a bite out of a sandwich that's bigger than my head."

"Tony Romo is a true talent—on the course or field and in the booth, but also on screen. He's got a sense of humor and the world needs to laugh—to the Max," said Michael Greenberg, president of Skechers. "Through all the challenges of the last year, consumers have continued to seek out comfortable footwear which has been positive for our business, making this the perfect time—and venue—to advertise. And with two of the hottest current quarterbacks facing off, the audience is expected to be record-breaking. We love being back at the Super Bowl with Tony and know fans will love the maximized cushioning and support of our Max Cushioning footwear."

The Tony Romo Max Cushioning commercial will mark the eighth time that Skechers has advertised during the Big Game since first appearing in a spot starring Joe Montana in 2010. One of the brand's most talked-about spots from 2012 featured Mark Cuban watching a French bulldog named Mr. Quiggly racing in Skechers GOrun footwear.



After winning the Walter Payton Award in 2002 at the end of his collegiate career, Tony Romo signed as an undrafted free agent with the Cowboys in 2003 and became their starting quarterback during the 2006 season. Over the next decade, he guided the team to four postseason appearances and was named to the Pro Bowl four times. Romo is legendary in Dallas, holding several team career records including passing touchdowns, passing yards, most games with at least 300 passing yards and games with three or more touchdown passes, and his 97.1 passer rating is fourth all-time for the league and the highest among retired players. Romo retired following the 2016 season and has transitioned to the broadcast booth, where he has been the lead color analyst alongside Jim Nantz for CBS Sports.

Romo is part of a roster of Skechers athletes and sports icons, which currently includes ace pitcher Clayton Kershaw, coach Jon Gruden, former defensive end and broadcaster Howie Long, as well as boxer Sugar Ray Leonard. Through the years, Skechers has utilized sports icons when advertising its men's collection with an alumni list featuring names like Joe Montana, Pete Rose, Mariano Rivera, David Ortiz, Ozzie Smith, Joe Namath, Ronnie Lott, Karl Malone, Kareem Abdul-Jabbar, Rick Fox, Wayne Gretzky, and the late Tommy Lasorda.

The range of Skechers men's footwear collections is available in Skechers retail stores as well as skechers.com, plus department stores and footwear retailers around the globe.

About SKECHERS USA, Inc.

Based in Manhattan Beach, California, Skechers 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 the United States and over 170 countries and territories via department and specialty stores, and direct to consumers through 3,770 Company- and third-party-owned retail stores and 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, Europe and Latin America. For more information, please visit

about.skechers.com and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [TikTok](#).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of 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 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 the disruption of business and operations due to the COVID-19 pandemic; international economic, political and market conditions including the challenging consumer retail markets in the United States; 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, 2019 and its quarterly report on Form 10-Q for the three months ended September 30, 2020. More specifically, the COVID-19 pandemic has had and is currently having a significant impact on Skechers' business, financial conditions, cash flow and results of operations. Forward-looking statements with respect to the COVID-19 pandemic include, without limitation, Skechers' plans in response to this pandemic. At this time, there is significant uncertainty about the COVID-19 pandemic, including without limitation, (i) the duration and extent of the impact of the pandemic, (ii) governmental responses to the pandemic, including how such responses could impact Skechers' business and operations, as well as the operations of its factories and other business partners, (iii) the effectiveness of Skechers' actions taken in response to these risks, and (iv) Skechers' ability to effectively and timely adjust its plans in response to the rapidly changing retail and economic environment. 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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