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Skechers Partners with Hoop 'Til It Hurts Foundation on Kids' Basketball Footwear Collection

The Skechers x Hoop 'Til It Hurts! Charitable Line Helps Children in Underserved Communities Across the United States Compete in Basketball

LOS ANGELES--(BUSINESS WIRE)-- [Skechers](#), The Comfort Technology Company™, is teaming up with Chicago-based [Hoop 'Til It Hurts Foundation](#) to celebrate kids on and off the court with a new line of basketball shoes and after play slides. Through the Skechers x Hoop 'Til It Hurts! collection, the Company supports the Foundation's mission to help children in underserved communities across the country find lifelong success through the sport of basketball.

The new Skechers x Hoop 'Til It Hurts! kids' collection supports the Hoop 'Til It Hurts Foundation's mission to help children in underserved communities across the United States find lifelong success through basketball. (Photo: Business Wire)

"It means so much to me to have the opportunity to collaborate with one of the most reputable

and successful shoe companies in the world," said Hoop 'Til It Hurts! Founder Michael "Skeet" Horton, who used his own life as inspiration for the organization and helped create the new shoe collection's signature graffiti designs. "The partnership with Skechers will provide exposure for the Hoop 'Til It Hurts Foundation, as well as garner additional funding to support our mission to keep children of all ages engaged in youth sports. The longer kids are engaged in sports, the more likely they are to develop focused life skills and make connections that lead to a brighter future."

"As a family brand, children are at the heart of our company—and Hoop 'Til It Hurts Foundation's mission resonated with us," added Michael Greenberg, president of Skechers. "By combining our philanthropic commitment and resources with their artistic designs, we've created a one-of-a-kind footwear line that honors the Foundation's mission."

Available at [skechers.com](#) in the United States and Canada as well as Skechers retail stores and select retail partners in the United States, the Skechers x Hoop 'Til It Hurts! line offers athletic styles for practice and game day, and off-court slides to slip on between games. Kids can gear up for the big game in the **Powershot – Skech-Hops**, featuring a mid-top leather lace-up front with an adjustable strap in black and red or white and blue graffiti designs. Players can get a boost of comfort and style in the **Durox – Skech-Speed**, which includes a lace-up leather and mesh upper and an eye-catching tech design in blue and black styles. Ballers can put their best foot forward off the court with the **Gambix X – Skech-Revs** slide sandal, decked out with graffiti and an adjustable band strap in red and blue styles.

About SKECHERS USA, 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 the United States and over 170 countries and territories via department and specialty stores, and direct to consumers through 4,170 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](#).

About Hoop 'Til It Hurts Foundation

Hoop 'Til It Hurts Foundation was built upon the belief that every child deserves the opportunity to benefit from competing in basketball. Our mission is to celebrate and to invest in kids in our hometown of Chicago and throughout the United States by providing athletic apparel and grants to pay for costs associated with tournaments, registration, league fees and travel expenses. For more information, please visit www.hooptilithurtsfoundation.org and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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; delays or disruptions in our supply chain; 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, 2020 and its quarterly report on Form 10-Q for the three months ended September 30, 2021. 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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