

March 15, 2023



Ashley Park Brings Song and Dance to Skechers

Grammy, Critics Choice, and Tony Award Nominee Stars in Theatrical Campaign for Skechers Fashion Footwear

LOS ANGELES--(BUSINESS WIRE)-- Skechers takes center stage with acclaimed Broadway and television star Ashley Park in a [stylish musical campaign](#) for the brand's popular Skechers Uno fashion sneakers. Currently seen in the hit Netflix series *Emily in Paris*, the Grammy, Critics Choice, and Tony-award nominated performer is backed by an ensemble as she executes a flawless original song and dance about Skechers and her total obsession with "The S".

Ashley Park stars in song and dance campaign for Skechers Uno fashion sneakers. (Photo: Business Wire)

"The theatre has always felt like a home away from home to me, so I love

that it's the set piece of my first Skechers campaign," said Ashley Park. "I've had a soft spot in my heart for Skechers ever since my first pair as a kid that I danced around in for all of recess, and now I really am obsessed with these comfy stylish shoes after hours of dancing onstage in them alongside these amazing performers! Feels very full circle and I'm so excited for what comes next!"

"From her bold couture to her impeccable singing and dancing, Ashley Park seamlessly blends modern and classic glamour in a way that elevates our Skechers Uno collection," added Michael Greenberg, president of Skechers. "While some know Ashley through television and others know her from Broadway, the one constant is that fans love her memorable performances, sense of humour and unforgettable outfits. We're confident that Ashley's song about Skechers will constantly be in the back of people's minds while shopping for that next perfect pair."

Famed for its signature air-infused wedge outsole, modernized silhouette and vibrant colorways, the Skechers Uno collection has captivated the world through its ever-evolving range—seen on catwalks and style magazines around the world as a coveted fashion sneaker.

While her career began in theatre, Ashley Park is widely known for her role as 'Mindy Chen' on the Netflix series, *Emily in Paris*—with the third season released in December 2022 and fourth on the way. The actress will next be seen in Adele Lim's upcoming comedy *Joy Ride* and Netflix's *Beef*, a dramedy from Lee Sung Jin. Additional credits include Bleecker Street's feature *Mr. Malcolm's List*, the Peacock comedy series *Girls5eva*, *Tales of the City* (Netflix), and *Nightcap* (Pop/Lionsgate Television). On Broadway, Park originated and starred as 'Gretchen Wieners' in *Mean Girls* in 2018, earning Tony Award, Drama League, Drama Desk, Outer Critics Circle, and Chita Rivera Award nominations. In the same season, she starred in the award winning *KPOP* and won the esteemed Lucille Lortel award for Lead

Actress in a Musical, and second Drama League and Drama Desk nominations. Additional Broadway credits include *Mamma Mia!*, *The King and I*, *Sunday in the Park With George* and *Grand Horizons*.

The complete range of Skechers footwear is available in Skechers retail stores as well as [skechers.com](https://www.skechers.com), plus department stores and footwear retailers around the globe.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc. (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 over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and over 4,500 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. 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 the Private Securities Litigation Reform Act of 1995, 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," "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 effects of inflation and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States and the impact of Russia's war of Ukraine; 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, 2022 and its quarterly reports on Form 10-Q in 2023. 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.

Jennifer Clay
SKECHERS USA, Inc.
jennnc@skechers.com

Source: Skechers U.S.A., Inc.