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Mr. T Is the Only 'T' in Skechers

LOS ANGELES--(BUSINESS WIRE)-- For more than three decades, Skechers has been spelled the same way...without a 't'. Now for the first time ever, there really is a 't' in Skechers...Mr. T. The *A-Team* legend showcases himself wearing styles across the Skechers product range in a [campaign](#) that makes light of a common misconception about how to spell the global brand's name, which has been unchanged since Skechers was founded in 1992.

Mr. T is the only "t" in Skechers for the footwear brand's latest campaign.
(Photo: Business Wire)

"The people have spoken and it's about time there was a 't' in Skechers," said Mr.

T. "I pity the fool who doesn't see how easy I find my way into every comfortable pair!"

"The letter 't' has never been part of our name but sometimes computers and voice-to-text apps autocorrect it the wrong way," added Michael Greenberg, president of Skechers. "Not that we are considering changing the spelling of our name, but it would have been foolish to say no to Mr. T – the only 't' that belongs in Skechers."

Mr. T is an actor, former wrestler and television personality known for his signature gold chains, mohawk and distinctive nickname. He began his career as a celebrity bodyguard and bouncer before breaking into film in the role of rival Clubber Lang in *Rocky III*. Since then, he's appeared in multiple films and television series including the animated *Mister T* and his most memorable role as Sgt. Bosco "B.A." Baracus in the hit series, *The A-Team*.

The complete range of Skechers footwear is available in Skechers retail stores as well as at [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.

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