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Albert Pujols Signs With Team Skechers

Future Baseball Hall of Famer Appears in Skechers Hands Free Slip-ins® Campaign

LOS ANGELES--(BUSINESS WIRE)-- Global footwear brand Skechers introduces some legendary batting power to its lineup by signing former Cardinals and Angels star Albert Pujols as its latest brand ambassador. The two-time world champion and future Hall of Famer known as *La Máquina* will star in Spanish-language [campaigns](#) designed to educate fans about easy-to-wear and comfortable Skechers Hands Free Slip-ins®.

Baseball legend Albert Pujols stars in Skechers Hands Free Slip-ins® campaign. (Photo: Business Wire)

"After 22 years on the field, I'm ready to take it easy, so these amazing shoes from Skechers that I can put on without any effort are

exactly what I need," said Albert Pujols. "I'm excited to be part of the Skechers team. All it took was stepping into a pair of Skechers Hands Free Slip-ins and it was a home run for me."

"We know that the appeal of Skechers Hands Free Slip-ins extends beyond age, location or demographic," added Michael Greenberg, president of Skechers. "With his legendary performance at the plate over a storied decades-long career, Albert Pujols is beloved by fans from Los Angeles to St. Louis and throughout the Caribbean and Americas—making him the perfect ambassador to share our Skechers Hands Free Slip-ins campaign with Spanish-speaking markets. He's part of our strategy to ensure that every consumer around the world understands how easy it is to just slip in and go with this signature Skechers innovation."

From his earliest days in Santo Domingo, Dominican Republic, Albert Pujols always had a natural talent for baseball and grew to become one of the greatest players in Major League Baseball history. Through 22 seasons in the big leagues, Pujols has been most associated with the St. Louis Cardinals and Los Angeles Angels as a first baseman and designated hitter. In addition to winning two championships with the Cardinals, his career accolades include three-time National League MVP, 11-time All-Star, six-time Silver Slugger, and two-time Gold Glove winner. When Pujols retired in 2022, he was number two all-time for both RBIs and total bases, and only the fourth player ever to surpass 700 home runs. Pujols has also been recognized for his community service as the 2008 recipient of Major League Baseball's Roberto Clemente Award, which is given annually to the player who best exemplifies sportsmanship and community involvement, as well as receiving the Muhammad Ali Sports Humanitarian Award at the 2022 ESPYS.

Skechers fields a team of global ambassadors like music icon Snoop Dogg, lifestyle legend Martha Stewart, stage and screen star Ashley Park, and a slate of former professional athletes including Tony Romo, Howie Long, and Sugar Ray Leonard. The roster of elite pros around the world currently competing in Skechers footwear includes NBA stars Julius Randle and Terance Mann, golfers Matt Fitzpatrick and Brooke Henderson, soccer players Harry Kane and Oleksandr Zinchenko, Dodgers pitcher Clayton Kershaw, as well as pickleball pros Tyson McGuffin and Catherine Parenteau.

An award-winning global brand, Skechers leads the industry with comfort technologies

including Skechers Hands Free Slip-ins®, Skechers Arch Fit®, Skechers Hyper Burst®, and Skechers Air-Cooled Memory Foam®, among others.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® 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. Collections from The Comfort Technology Company® are available in 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and approximately 5,170 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](#) 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 wars, acts of war and other conflicts around the world; 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, 2023 and its quarterly reports on Form 10-Q in 2024. 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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