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Skechers GO RUN Razor 3 Hyper™ Named Gear of the Year by Runner's World

Skechers Earns Fifth Award for its Collection of Hyper Burst™ Running Shoes

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- The Skechers GO RUN Razor 3 Hyper™ performance training shoe takes *Runner's World* top honor as it's awarded "Gear of the Year" in its September/October 2019 issue. Featuring the innovative Skechers-developed Hyper Burst™ midsole foam, the shoe was previously named "Editors' Choice" in a *Runner's World* cover story earlier this year.

This press release features multimedia. View the full release here:
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Skechers GO RUN Razor 3 Hyper™ named "Gear of the Year" by Runner's World editors in September/October 2019 issue. (Photo: Business Wire)

Runner's World editors awarded the Skechers GO RUN Razor 3 Hyper because of its innovative new midsole and performance that ranked highly among wear-

testers. It also stood out by offering responsive cushioning that felt protective for such a lightweight shoe. Products that earn the "Gear of the Year" award are selected from the past year's "Editors' Choice" winners and rank at the top not only in on-the-road testing, but also in measurements at the magazine's shoe lab, as well as in delivering excellent value for the runner.

"It's been an incredible year for our Hyper Burst performance running shoes," said Michael Greenberg, president of Skechers. "*Runner's World* naming the Skechers GO RUN Razor 3 Hyper an 'Editors' Choice' in the Spring marked a new era for our Performance Division, but to be back in the magazine as best of the best on the 'Gear of the Year' list is a true honor. Our team of designers introduced a groundbreaking evolution with Hyper Burst, which is now found in a range of styles throughout our collection. This recognition serves as a reminder that every type of runner can turn to Skechers for shoes that are lightweight, while still offering the comfort and support they desire."

Introduced by the Skechers Performance Division in November 2018, the foundation of the 6.4 oz. Skechers GO RUN Razor 3 Hyper is the Hyper Burst midsole, which is made using a "super critical™" foaming process to create spherically-shaped cells in tight format. It is the lightest and most resilient midsole foam that Skechers Performance has offered to date. The unique irregular cell structure is unlike most other EVA foams on the market today.

The style also features a durable, translucent engineered monomesh upper that ensures support and breathability, plus strategically-placed rubber on the outsole for durability and traction. A seamless upper construction helps enhance comfort, while the signature M-Strike technology helps promote a midfoot strike for greater efficiency in every stride. It's a versatile fast trainer or race-day shoe.

Styles featuring Hyper Burst have been consistently earning awards this year. *Outside* named Skechers GO RUN 7 Hyper™ "Gear of the Year" for the road running category in its Summer 2019 Buyer's Guide. And Skechers made a big impression at the Outdoor Retailer 2019 show with their upcoming road running shoe—Skechers GO RUN Maxroad 4 Hyper™—earning two editorial awards, "Best of Outdoor Retailer" award by *Shape* magazine, as well as "Editors' Choice Outdoor Retailer" by *Runner's World*.

The Skechers Performance division was established when Meb Keflezighi wore the first model of Skechers GO RUN in 2012, and the collection has earned respect throughout the running world and won numerous awards within the footwear industry. Skechers Elite runner Edward Cheserek trains, races and has won numerous events in products featuring the new Hyper Burst midsole.

The Skechers GO RUN collection for men and women is available at Skechers retail stores and skechers.com, as well as select retail partners.

About SKECHERS USA, Inc.

Based in Manhattan Beach, California, Skechers (NYSE:SKX) designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. Skechers footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, more than 3,170 Skechers Company-owned and third-party-owned retail stores, and the Company's

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, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements 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 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, 2018, and its quarterly report on Form 10-Q for the three months ended June 30, 2019. 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 the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses 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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