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SKECHERS

Skechers GO RUN Razor 3 Hyper™ Named Editors' Choice By Runner's World

Innovative Performance Running Shoe Receives Top Accolades As New Colorway Launches at Skechers Performance™ Los Angeles Marathon®

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers today announces that *Runner's World* has named the Skechers GO RUN Razor 3 Hyper™ performance training shoe as the "Editors' Choice" in a March/April 2019 cover story of best new running shoes. The editors raved that the style is the first example featuring the buzz-worthy new Skechers-developed midsole foam called Hyper Burst™.



Given to an outstanding running shoe that successfully combines the highest-quality design and technology, the Editors' Choice was awarded to Skechers GO RUN Razor 3 by the publication's editors after more than 100 styles were tested by the *Runner's World* Shoe Lab. This included feedback from over 250 runners who wear tested each product through a month's worth of mileage. *Runner's World* noted that the testers "found the Razor likes to be pushed hard and go fast. The foam underfoot is relatively firm, but at the same time feels protective and takes the harshness out of the pavement when you're cranking."

"It's always an honor for our products to be recognized and *Runner's World* is one of the most prestigious reviewers of gear in the sport," said Michael Greenberg, president of Skechers. "We've been perfecting our new Hyper Burst cushioning foam for some time, so for this technology to reach the market in the Skechers GO RUN

The innovative Skechers GO RUN Razor 3 Hyper™ performance running shoe lands the cover as Editors' Choice in *Runner's World*. (Photo: Business Wire)

Razor 3 Hyper and be viewed so positively is really a testament to the hard work of our designers, developers and even Meb Keflezighi and Edward Cheserek who train in the shoe. We expect *Runner's World* readers and the vast running community to see how

Skechers continues pushing the innovation platform in performance footwear.”

Introduced by the Skechers Performance Division late last year, 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 ripstop mesh 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. A new Skechers GO RUN Razor 3 Hyper gray and black colorway is set to debut later this month at the Skechers Performance Los Angeles Marathon—where the brand has been title sponsor since 2014.

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 U.S.A., 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 3,000 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 and the Middle East, and wholly-owned subsidiaries in Canada, Japan, India, 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. 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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