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Skechers Signs Myleene Klass

British Musician, Presenter and Businesswoman is the Brand's New Ambassador for Skechers Women's Footwear and Apparel

LONDON--(BUSINESS WIRE)-- Musician, presenter and entrepreneur Myleene Klass is one of the millions who adore Skechers' stylish, comfortable collections—so much so, that she's signed on as ambassador for the brand's footwear and apparel offering across the UK and Ireland. Kicking off this month, Klass' inaugural Skechers campaign will launch the star's long-term partnership with the global lifestyle brand, which has evolved into a comfort technology company demanded for its unique innovations for every age and activity.



British musician, presenter and businesswoman Myleene Klass joins team Skechers this summer. (Photo: Business Wire)

“Skechers has been part of my family’s wardrobe for years. As a busy working mum, I’m always on the go, so comfort is extremely important along with having an effortless look day to day. I love how it caters to everyone’s style—including my own,” said Myleene Klass. “I had an absolute blast shooting my first campaign for Skechers near their corporate headquarters in California, and I couldn’t be more excited to join the Skechers team. I know this will be a great partnership that will align perfectly with my lifestyle—let’s go!”

“Myleene has captivated fans across the UK and Ireland with her many talents. As a musician, TV and radio presenter, and entrepreneur, she shines in everything she does—and she’s sure to inspire consumers as the face of our latest offering,” said Peter Youell, managing director for Skechers in the UK and Ireland. “We have established stores across Great Britain and Ireland, where we see many opportunities for growth—and now with Jamie Redknapp for men and Myleene for women, we’re fully bringing this US-based brand to life in the UK and Ireland and tailoring our global vision to connect with locals everywhere.”

Starting off as a jobbing musician and finding fame with pop group Hear’Say in 2001, Myleene released her debut solo album *Moving On* a couple of years later which has since gone double platinum. In 2006, pushing herself out of her comfort zone as always, she appeared in the show *I’m A Celebrity... Get Me Out Of Here!*, in which she came in at

second place and became one of the most searched-for celebrities ever on the internet at the time.

Myleene has hosted a variety of major TV programme including *CD:UK*, *The One Show*, *Popstar to Operastar* and *BBQ Champ*. Now a mum of three, with a blended family of seven, Myleene covers so many areas, from radio presenter at Smooth FM and Classic FM, to author of Top 10 bestseller *They Don't Teach This at School*, to creating her own fashion line with British retailer NEXT. She has also been the face of many charity organisations and campaigns and continues her philanthropic work to this day.

Myleene joins a team of Skechers ambassadors that includes music icons Ava Max, Chesca and Willie Nelson; television personalities Joanna Krupa, Brooke Burke and Amanda Kloots; Dodgers pitcher Clayton Kershaw; and a slate of retired sports stars such as football players Jamie Redknapp and Michael Ballack, American football player and broadcaster Tony Romo and iconic boxer Sugar Ray Leonard, among others.

An industry leader in comfort known for developing innovative technologies and materials, Skechers offers a wide range of signature features including its patented Skechers Arch Fit Technology™, Skechers Max Cushioning Technology™, Skechers Hyper Burst Technology™, Skechers Air-Cooled Memory Foam®, Skechers Relaxed Fit Technology™, Skechers Stretch Fit Technology™, Skechers Hands Free Slip-ins Technology™ and Massage Fit Technology™. The Company's footwear and apparel collections are available in Skechers retail stores as well as at [skechers.co.uk](https://www.skechers.co.uk), plus department stores and footwear retailers around the globe.

About Skechers USA Ltd. and Skechers USA, Inc.

Skechers USA Ltd. is an English subsidiary of Skechers USA, Inc. (NYSE:SKX), The Comfort Technology Company™ based in Southern California. Skechers 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 4,355 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. 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](https://www.about.skechers.com) and follow us on [Facebook](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), and [Twitter](https://www.twitter.com/skechers).

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 around the world, the challenging consumer retail markets in the United States and the impact of Russia's recent invasion 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, 2021 and its quarterly reports on Form 10-Q in 2022. 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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