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# Tony Romo Set to Appear in Skechers Super Bowl Commercial

## New Ad for Skechers Sport Slip-on Footwear Premieres During the Big Game

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Tony Romo's Super Bowl debut will extend beyond the broadcast booth during Sunday's CBS telecast, where he's also set to appear in a new [Skechers Sport Slip-on footwear commercial](#). The spot will premiere during the matchup between New England and Los Angeles, which is expected to have viewership of over 100 million. The lighthearted spot illustrates how the footwear brand's convenient slip-on sport styles are one of the many ways the former Dallas quarterback makes life easy with Romo Mode now that he's off the field and spending more time on the golf course.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190129005567/en/>

"It's been an exciting two years since I left the field—all building up to my first Super Bowl as a broadcaster," said Tony Romo. "I'm fired up for what's sure to be an amazing Sunday and it's all made even better with Skechers premiering our comical commercial during the game. The ad is all about taking it easy—something I need to do more of—after Sunday, of course!"

"With Tony delivering color commentary at his first Super Bowl, this is the perfect venue to show fans watching the humorous side of the former star quarterback," said Michael Greenberg, president of Skechers. "Being part of an advertising campaign during the Big Game is always major news—but when your star is also commenting from the broadcast booth, well, that's an added bonus. We think fans will get a kick out of seeing Tony turn on Romo Mode to make his busy life as easy as possible with convenient and comfortable slip-on footwear from Skechers."

This year will mark the seventh time that Skechers has advertised during the Big Game since first appearing in a spot starring Joe Montana in 2010. One of the brand's most talked about spots from 2012 featured Mark Cuban watching a French bulldog named Mr. Quiggly racing in Skechers GOrun footwear.

After winning the Walter Payton Award in 2002 at the end of his collegiate career, Tony Romo signed as an undrafted free agent with the Cowboys in 2003 and became their starting quarterback during the 2006 season. Over the next decade, he guided the team to four postseason appearances and was named to the Pro Bowl four times. Romo is legendary in Dallas holding several team career records, including passing touchdowns, passing yards, most games with at least 300 passing yards, and games with three or more touchdown passes and his 97.1 passer rating is fourth all-time for the league and the highest among retired players. Romo retired following the 2016 season and has

transitioned to the broadcast booth where he has been the lead color analyst paired with Jim Nantz for CBS Sports.

Skechers has utilized sports icons when advertising its men's lifestyle collections for nearly 20 years. In addition to Romo and other current endorsees Sugar Ray Leonard and Howie Long, the alumni list features legends like Montana as well as Pete Rose, David Ortiz, Mariano Rivera, Ozzie Smith, Tommy Lasorda, Joe Namath, Ronnie Lott, Karl Malone, Kareem Abdul-Jabbar, Rick Fox, and Wayne Gretzky.

In recent years, the range of Skechers men's footwear has expanded to include a wide array of trend-right casual and sport styles, and innovations such as Skechers Air-Cooled Memory Foam for long-lasting comfort. Styles from the Skechers men's collection are available in Skechers retail stores as well as department stores and footwear retailers around the globe.

*Commercial and additional assets available upon request.*

### **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, 2,802 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, throughout Europe and Latin America. For more information, please visit [about.skechers.com](http://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 the Company's annual report on Form 10-K for the year ended December 31, 2017, and its quarterly report on Form 10-Q for the three months ended September 30, 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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