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ANUNOBY'S SKECHERS PLAYER EDITION BASKETBALL SHOE SELLS OUT

Skechers Basketball athlete OG Anunoby holds his SKX Nexus "NYC Blue" Player Edition, which quickly sold out following its exclusive launch on Skechers.com.

LOS ANGELES – July 2, 2026 – Demand for Skechers Basketball athlete OG Anunoby's limited-edition SKX Nexus "NYC Blue" Player Edition was immediate, with the $120 release quickly selling out following its exclusive July 1 launch on Skechers.com. Worn by Anunoby during his unforgettable Game 4 buzzer-beating tip-in on the way to a championship, the Player Edition generated an overwhelming response that reflects the strength of his fanbase and the growing momentum behind Skechers Basketball.

"To see fans and sneaker enthusiasts respond to the SKX Nexus 'NYC Blue' in this way means everything to us," said Michael Greenberg, president of Skechers. "OG Anunoby's historic championship run and clutch performance transformed his custom Skechers player editions into massive cultural hits. The demand is a testament to OG's connection with the city, the basketball community, and the growing energy around Skechers Basketball."

"Skechers is a family. It's a close, caring, supportive environment and all of us players — we're a brotherhood," said Skechers athlete OG Anunoby. "We all support

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each other, so to be the first one to bring home a championship means everything. The SKX Nexus 'NYC Blue' is a reflection of that spirit — the camaraderie, the culture, and the fans who have been with us throughout the whole journey. It's an amazing shoe, and I'm proud of what it represents."

The Skechers SKX Nexus "NYC Blue" Player Edition features OG Anunoby's signature, custom branding, and performance technology inspired by his championship journey.

Inspired by New York City and the championship run that defined Anunoby's season, the SKX Nexus "NYC Blue" Player Edition is OG's shoe through and through. The colorway pays tribute to the city and the team that helped shape one of basketball's most memorable postseason runs, brought to life on one of Skechers Basketball's most exciting silhouettes.

Built for elite performance, the SKX Nexus "NYC Blue" features a breathable mesh upper, lockdown ankle support, responsive 5GEN® midsole cushioning with a torsion plate, and a Goodyear® Performance Outsole for exceptional traction. Personal touches – including Anunoby's signature on the heel, custom branding throughout the shoe, and his logo on the sockliner and tongue – make every pair unmistakably his, celebrating the player, the championship moment, and the journey behind it.

While the SKX Nexus "NYC Blue" Player Edition has sold out, additional Skechers Basketball performance styles are available at skechersbasketball.com and select Skechers retail stores. Fans can also follow @skechersbasketball on Instagram and TikTok or the latest product launches, athlete news, and behind-the-scenes content, and watch Skechers' championship celebration videos honoring OG Anunoby and his team here and here on YouTube.

About SKECHERS U.S.A., Inc.

Skechers, The Comfort Technology 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. The Company's collections are available in 180 countries and territories through department and specialty stores, and direct to consumers through skechers.com and approximately 5,300 Skechers retail stores. A Fortune 500® company, Skechers manages its international business through a network of wholly-owned subsidiaries, joint

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venture partners, and distributors. For more information, please visit about.skechers.com and follow us on Facebook, Instagram and TikTok.

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