



IMMEDIATE RELEASE

HOKA ONE ONE Named Official Footwear Sponsor For 2016 Escape From Alcatraz Triathlon

Goleta, Calif. (April 6, 2016) — HOKA ONE ONE® (a division of Deckers Brands NYSE: DECK) continues to make its mark in the triathlon community by joining forces with the iconic Escape from Alcatraz Triathlon. IMG Worldwide, the global sports, events, media and fashion company, announced today that HOKA ONE ONE will be the official footwear sponsor of the 36th Annual Escape from Alcatraz Triathlon taking place on Sunday, June 12, in San Francisco. This race sponsorship is a first for HOKA ONE ONE, a leading designer of performance athletic running shoes for triathletes and runners of all types.

“As HOKA’s presence in the triathlon community grows, it is a natural fit to partner with one of the most well-known races in the world and we are excited to be working with the Escape from Alcatraz Triathlon team,” said HOKA ONE ONE President Wendy Yang. “The whole HOKA family is impressed by the enduring athletes who take on this challenging race each year. It’s our pledge to design comfortable, lightweight and supportive running shoes to accommodate tired runners as they make their way up and down the hills of San Francisco and across the finish line.”

Top triathletes from around the globe will take over the streets and waters of San Francisco for the 2016 Escape from Alcatraz Triathlon on Sunday, June 12. Showcasing the beauty of San Francisco, triathletes will embark on a 1.5 mile swim from Alcatraz Island to the shoreline of Marina Green, an 18 mile hilly bike ride through the Presidio and an eight mile trail run out to Baker Beach and up the infamous Sand Ladder. Fans can experience the excitement at the Marina Green where they can see the swim start and end, the athlete transition area and finish line. For additional information, visit www.escapefromalcatraztriathlon.com or follow [@escapealcatraztri](https://www.instagram.com/escapealcatraztri) on Instagram, [@escapealcatraz](https://twitter.com/escapealcatraz) on Twitter and www.facebook.com/EscapeAlcatrazTri on Facebook.

About the HOKA ONE ONE® brand

HOKA ONE ONE® is the fastest growing premium running shoe brand in the world. Two life-long runners launched HOKA in 2009, after years spent handcrafting and shaping lightweight shoes with extra-thick midsoles. Initially embraced by ultrarunners because of their enhanced cushioning and inherent stability, HOKA now offers shoes for all types of athletes who enjoy the unique ride the shoes provide. For more information visit www.hokaoneone.com or follow [@hokaoneone](https://www.instagram.com/hokaoneone) #hokaoneone.

About Deckers Brands

Deckers Brands is a global leader in designing, marketing and distributing innovative footwear, apparel and accessories developed for both everyday casual lifestyle use and high performance activities. The Company's portfolio of brands includes UGG®, Teva®, Sanuk®, Ahnu®, and HOKA ONE ONE®. Deckers Brands products are sold in more than 50 countries and territories through select department and specialty stores, over one hundred Company-owned and operated retail stores, and select online stores, including Company-owned websites. Deckers Brands has a 40-year history of building niche footwear brands into lifestyle market leaders attracting millions of loyal consumers globally. For more information, please visit www.deckers.com.

About IMG

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, a leading global entertainment agency.

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