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Skechers Super Bowl XLVI Ad With Mark Cuban Attracting Attention For Wrong Reason

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During Super Bowl XLV, lifestyle and performance footwear company Skechers attracted national attention for a steamy ad that featured Kim Kardashian getting intimate, and then breaking up, with her personal trainer.

The company is now garnering attention for its Super Bowl XLVI commercial, which will mark the California-based brand's third consecutive big game appearance. However, not all of it is good.

The spot, which Skechers said would "premiere during the coveted two -minute warning in the first half," does not feature Kardashian but, instead, Mark Cuban, owner of the NBA's defending champion Dallas Mavericks, whom the company said has "agreed to 'buy into' the Skechers brand."



The push back, however, is coming from a national group that supports the humane treatment of greyhounds and raises awareness about cases of abuse.

According to GREY2K USA, the Skechers' commercial was filmed at Tucson Greyhound Park in Arizona this past November and features a bulldog wearing Skechers GORun shoes outdistancing a pack of greyhounds.

GREY2K USA, a non-profit group based in Somerville, Mass., opposes all greyhound racing and cites numerous instances of abuse and deaths to support its cause. "Thousands of greyhound advocates around the world signed our petition [to have Skechers ban the commercial] and also sent direct e-mails to company officials," the group writes on its [Web site](#).

At the site, GREY2K USA provides the e-mail addresses for Skechers executives as well as for Cuban and NBC, which will air Super Bowl XLVI on Feb. 5.

Skechers described the commercial as "focusing on humor - and embracing our position as an underdog as Skechers launches a new lightweight, flexible running shoe with revolutionary mid-foot strike technology."

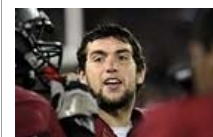
The spot with Cuban is part of a larger campaign to support GORun, including TV, print, outdoor, online, POP and grass roots marketing. The performance running line was



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unveiled in November.



A 30-second spot during Super Bowl XLVI on NBC is going for upward of \$3.5 million, according to industry analysts.

Cuban, who has not yet publicly responded to the situation, said in a statement released by Skechers, "I pride myself on identifying technological breakthroughs and I have been wearing Skechers mid-foot strike products since they were introduced and felt the difference after standing on the court for hours at a time. Now Skechers has built the Skechers GOrun, which I consider the ultimate running shoe. I even have our team's trainers checking them out so we can benefit our players with this

technological breakthrough.

Although he did not specifically mention the Super Bowl commercial, Cuban added, "Skechers is coming to the running game with a star player, a real winner, and I am happy to be backing this exceptional product."

According to a statement from Michael Greenberg, president of Skechers, "Our success in this market depends first on designing a stellar, relevant product, which we have done, and second on getting the word out. I can't imagine a better spokesman than Mark Cuban — one of the most talked about, charismatic and media-savvy pro-team owners in the world today."

On its site, GREY2K USA writes that "Skecher's Vice President of Media Gary Patrick e-mailed [us] a three-sentence letter from the American Humane Association (dated December 5) stating that no animal was harmed in production of the commercial. This is good news, but hardly excuses the company for promoting greyhound racing!"



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