



PUMA Selected as Official Sportswear Partner for the 34th America's Cup

San Francisco, California – August 2, 2011 - Just days away from the first event of the new look America's Cup, the America's Cup Event Authority today introduced its official sportswear partner, PUMA. In addition to their role as sportswear partner, PUMA will operate both the official online and pop-up fan shop in ports hosting the 34th America's Cup races. The first America's Cup-branded merchandise offerings will be made exclusively available to fans attending the inaugural America's Cup World Series event August 6 – 14 in Cascais, Portugal.

As the official sportswear partner, PUMA will serve as the exclusive licensee of event-related sportswear for the America's Cup Event Authority and America's Cup Race Management teams, including their sailing performance gear.

The partnership between the 34th America's Cup and PUMA represents the continued reinvention of the Cup. From the groundbreaking AC45 wing-sailed catamaran and breakthrough television graphics to athlete's view cameras and premium sportswear, every change of the 34th edition is focused on transforming the sport of sailing into fan-driven experience.

Craig Thompson, CEO, America's Cup Event Authority said: "The new America's Cup represents a radical shift in the way people will connect with the sport of sailing. We've looked at every component of the event from the viewer's eye so we can create customized experiences for audiences around the globe. We're committed to providing the ultimate in performance sportswear for our fans, and in PUMA, we've found a partner who can deliver on that promise."

"PUMA's approach to sailing has always been a little bit different," said Antonio Bertone, Chief Marketing Officer for PUMA. "We're the mavericks in the industry, intent on shaking up the sport with campaigns, products and partnerships that reach new audiences, dial up the 'fun' and push the boundaries of performance technology. America's Cup embraces a similar philosophy and re-emerged as the hottest thing to happen to professional sailing in decades. We're excited to come aboard as the official sportswear partner for the Cup."

PUMA first entered the sailing category in 2008 when it developed a line of performance and lifestyle footwear, apparel and accessories to support the launch of the PUMA Ocean Racing. Driven by a massive global marketing machine focused on media and fan engagement, its early successes helped establish PUMA as a credible sailing brand and paved the way for the partnership with the America's Cup.

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The 34th America's Cup and PUMA also share a commitment to sustainability and the health of the world's oceans. The 34th America's Cup is embarking upon a major ocean awareness campaign aimed at restoring the health of the world's oceans by inspiring people to take immediate action. PUMA is committed to working across the globe in sustainable, creative and innovative ways to lessen the company's impact on the environment and to give back what it takes from the planet by seeking to reduce its carbon footprint in all areas of business. Ocean preservation will be a major focus for PUMA across all of its sailing platforms. Additionally, the America's Cup sportswear produced by PUMA will be made from more sustainable fabrics.

"We want partners who not only understand the dramatically changing landscape of sport, but also the importance of putting the needs of our stakeholders at the forefront, which is evident in PUMA's commitment to global sustainability," added Thompson.

"Environmental stewardship is our collective responsibility," said Bertone. "Together with the America's Cup, we have a unique opportunity to reach people across the globe and raise awareness of the critical importance of marine preservation."

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About PUMA

PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>

About the America's Cup

Nearly 160 years old, the America's Cup is the oldest trophy in international sport. The America's Cup has evolved into one of the world's leading sporting competitions – featuring the best sailors on the world's fastest boats, the wing-sailed AC45 and AC72 catamarans. The new America's Cup World Series begins its inaugural season August 2011. In the summer of 2013, the 34th America's Cup begins with the Louis Vuitton Cup July 4-September 1, followed by the America's Cup Finals September 7-22. For more information, visit www.americascup.com

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