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PUMA AW2011 Running Collection Celebrates Life in the 'Faas' Lane

PUMA Launches New Faas Range with Rocker, Flex and Groove Technology

BOSTON, MA (Autumn/Winter 2011) – This season, PUMA Running celebrates all things Jamaican with the Faas product range. 'Faas' - Jamaican for fast – is part of PUMA's Faas Lab, a campaign that celebrates all the elements that go into making Jamaicans so fast, particularly the fastest man in the world, Usain "Lightening" Bolt.

Key Styles in the Autumn Winter 2011 Collection include:

Faas 400 Bolt

A key style in the AW2011 Faas Collection, the **Faas 400 Bolt** is designed to give the runner a more natural running rhythm and enhanced speed, but with a touch of old-school styling, inspired by iconic silhouettes like PUMA's Easy Rider . The shoe features BioRide Technology, designed to give a more natural and responsive ride. Having studied the movement, foot placement and overall running skills of athletes like Usain Bolt, PUMA identified three proven and consistent skills that were identified as critical to top performance. PUMA translated these elements into three aforementioned categories —Rocker Flex and Groove. The unique rocker shape allows for a biomechanically efficient stride with an effortless toe-off. The flex grooves built across the tooling increase responsiveness. The Faas 400 Bolt falls around the mid-point of the Faas Cushioning Scale, making it a perfect lightweight trainer.

The Faas 400 Bolt features an air mesh upper with bonded nubuck overlays, plus some added surprises with anodized paint on the midsole. Other flashy touches that is Bolt approved include a pearlized toe cap and heel. The EverRide and EverTrack in the outsole add cushioning and durability where it's needed, while the OrthoLite sock liner increases breathability.

FAAS Wind Jacket

When you're super fast, it's easy to catch a chill. This season, PUMA introduces the **Faas Wind Jacket**. Its high wind and weather protection powers come from its 100% Polyester binback material and its 100% Polyester mesh venting system.

Air circulation and comfort is imperative when running and the raglan seams on the jacket allow just that. The front zip with stay down puller ensures adjustable ventilation and the fabric features U.S.P. Wind Resistance technology that helps minimize the loss of body temperature and protects against any winter chill!

FAAS Train Tee

Running along the beaches of Jamaica or through any city's busy streets PUMA's **Faas Train Tee** is packed with hi-tech gear that you may be more accustomed to finding in your mp3 player! The **Faas Train Tee** features a UV resistant finish and U.S.P. Moisture Management to wick away sweat. The construction provides ultimate air circulation through eyelets as well as the underarm mesh inserts. And Flatlock seams help reduce skin irritation and improve comfort!

The Faas range from Autumn Winter 2011 features bright, bold colors with unique overlays and design details for each style. PUMA Running's new Faas Collection brings the joy back into running with increased speed and performance, along with some 'check-me-out' designs.

To see the new Faas advert and find out more about the PUMA Faas range please visit <http://www.puma.com/running/faas> or www.facebook.com/pumarunning. Fans of the band and Usain Bolt can also watch behind the scenes interviews and videos at www.puma.com/running following its launch!

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Media Contact:

Insert local media contact

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