



Press Release

PUMA® & MOTORSPORT CELEBRATE 10 YEARS OF GLAMOUR, SPEED AND ATTITUDE

*Sportlifestyle Brand Celebrates the 10th Anniversary of Entering the Motorsport
Category and Races Toward the Future On and Off the Track*

Herzogenaurach, Germany – PUMA® celebrates a key milestone this year; 10 years of being the leader in the Motorsport category. To celebrate the diamond anniversary, the sportlifestyle brand is launching the PUMA Motorsport 10th Anniversary collection of apparel, footwear and accessories that blend on-track technical performance with off-track fashion appeal.

PUMA has been designing and creating footwear and apparel for F1's top racing drivers and MotoGP's most impressive riders since 1999. PUMA's involvement in Motorsport started when it endorsed its first F1 team, the Williams Team. Over the years, PUMA began partnering with other key drivers and teams including Benetton, Arrows, Prost, BAR – Honda, Renault, Sauber Petronas, Jordan Ford, Minardi F1, Panasonic Toyota and Jaguar Racing. In the world of Motorsport, PUMA has been there at every turn.

PUMA is a valued partner of Ducati and Red Bull Racing. In 2005, PUMA partnered with Ferrari, the oldest, most respected and most successful team in the F1 championship. Through relentless innovation and creativity, PUMA regularly improves upon the technological needs of the teams and drivers. These pure performance products have also transitioned into cult favorites in the lifestyle and fashion arenas.

In 2009, PUMA will continue its involvement in Motorsport and honor its partnerships with Ferrari and Ducati in the upcoming seasons. This year, PUMA will once again make its presence known on the F1 Race Circuits, alongside its traditional partners. Five out of the ten teams competing in the F1 2009 Championship are endorsed by PUMA, namely Scuderia Ferrari, BMW Sauber F1, ING Renault F1, Red Bull Racing, Scuderia Toro Rosso. PUMA will also continue to be present in the MotoGP 2009 Season alongside the Ducati Marlboro Team, the current World Champion.

Key styles from the PUMA Motorsport 10th Anniversary Collection Autumn Winter 2009 include:

Footwear

Speed Cat 2.9 Mid 10 yrs



When the going gets tough, the Speed Cat comes to the rescue. In commemoration of PUMA's 10th anniversary in Motorsport, the next evolution of the motorsport hero product is here. The **Speed Cat 2.9 Mid 10 Years** is the 2009 version directly inspired by the original Speed Cat. The outsole is a hybridized mix of what is hot on the street (a vulcanized look) and PUMA's motorsport unique feature (the rounded heel). Taking a flashier approach to the iconic motorsport shoe, PUMA has revamped the hero kicking it up a notch with miles of style.

En Route Ducati



Motivated by ergonomics, the **En Route Ducati** will sharpen the interface between man and machine. Inspired by the moto performance world, design elements like the outsole with an integrated shifter, the TPU mid/rear foot protection or the ergonomic peg support makes a walk in the park feel like a ride around the speedway.

Accessories

RBR Grip Bag



Take remixed racing authenticity to the track, the road and the streets! The RBR Grip Bag is re-engineered for optimum functionality with inside pockets, reflective trims and motorsport inspired quilting on the front panel.

This accessory is designed for everyday use that will keep you looking fresh and trend relevant.



The **BackPack** is stylish yet functional with key influences from motorsport brands like Ferrari and Ducati. Updated with new luxurious material and modern design elements, it is a symbol of innovation and a celebration of style over the last decade!

Apparel

Ducati Leather Jacket



Look and feel like a Grand-Prix champion in the Ducati Leather Jacket. The sleek, slimming cut and shaped sleeves allow for greater freedom of movement, making it the perfect jacket for a cross-country road trip on any Ducati motor-bike.

The genuine leather allows for greater softness and durability against the elements. Both the PUMA Cat Logo and the Ducati Logo are laser cut print. Chunky metal zips and Ducati trellis frame pulls cuffs complete the overall look.



Pimp your ride no matter what you drive in the stylish and elegant **Ferrari Sweat Jacket**.

Its vibrant fire engine red color is enriched by golden details in the Ferrari Shield Logo woven badge, PUMA Cat Logo embroidery and Ferrari shield zip puller.

The vertical chest pockets together with the shaped waistband and curved back yoke will make you feel comfortable and cool while driving!

The PUMA 10th Anniversary Motorsport collection will motor into select PUMA Retailers and on-line at PUMA.com beginning in July 2009.

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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 Peace, Creativity, and SAFE Sustainability, and by staying true to the values 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. The Black label features collaborations with renowned designers such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. 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 www.puma.com