



## **PRESS RELEASE**

### **PUMA and MYWA sign License Agreement for Watches**

**Herzogenaurach, Germany, 29 April 2009** – Sportlifestyle company PUMA and watch and jewellery company MYWA, founded by Swiss private investors, have signed a license agreement for watches, effective end of April 2009. The license contract with former licensee EganaGoldpfeil will terminate at the same time. The new license agreement with MYWA – a company that is under management by the owners of Swiss watch group Mondaine - has a global reach.

The watch collections continue to be available in PUMA Stores as well as retail stores. With this new licensing deal, PUMA continues its successful range of watches, using the longtime watch expertise to bring newness and innovation to the market.

Currently, PUMA has also granted licenses for the manufacture of bodywear, socks, personal care products, glasses and sunglasses.

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#### **PUMA**

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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 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, Mihara Yasuhiro 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](http://www.puma.com)