

For Immediate Release



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**60 Years of PUMA - 60 Years of Sportlifestyle:
Setting a Benchmark of innovative Marketing**

Sportlifestyle company combines innovative Products with cutting-edge Marketing initiatives and sets the benchmark within the industry

Herzogenaurach, October xy, 2008 – 9.69 seconds – a time, that made sports history in August this year when the Jamaican Usain Bolt sprinted to a new world record in the 100 metres at the Olympics in Beijing – in golden PUMA shoes. Not only the shots of the gold-medal-colored spikes, which PUMA especially designed for Bolt's 100 and 200 meter final races, went around the world. It was also the passion and the way how Bolt achieved his record performances - and hence combining sports with style - that made a long-lasting expression on people around the world.

The fastest man on earth has joined the group of successful PUMA athletes and teams, whose outstanding performances strongly influenced international sports through innovative PUMA products and creative marketing initiatives during the last 60 years. To mark its 60th anniversary, the sportlifestyle company looks back on unique moments and highlights, which saw sports records and innovative technologies fuse in the unmistakable PUMA way with lifestyle and fashion.

Milestones in PUMA's sports history were the development of the first football boot with screw-in studs in 1952 by the company's founder Rudolf Dassler, the legendary "two-stripe" jersey of Johan Cruyff at the world championship in 1974, the PUMA contact lenses of Linford Christie in 1996, the skin-tight Catsuit tennis dress of Serena Williams at the US Open 2002, the revolutionary one-piece Cameroon football shirt in 2004, the Italian national team winning the World Cup in 2006, Ferrari with its seven-times world champion, most successful Formula 1 pilot and PUMA partner Michael Schumacher, who dominated the sports for years as well as the most recent world records of Usain Bolt.

"Through creativity and innovations PUMA has always set standards in sports and style in its 60-year history," said Jochen Zeitz, Chairman and CEO of PUMA. "Our partnerships with federations such as Jamaica, Italy and in Africa provided us with the opportunity to lead the way in creative and innovative global sports marketing. PUMA

was not only able to strengthen its positioning as a sportlifestyle brand, but created a whole new market by establishing the segment sportlifestyle."

Olympic gold medallist Usain Bolt, who has been a PUMA partner since 2002, confirms that sports and style do go together: "Of course, as an athlete, you do not only want to run fast, but also look good. The golden spikes with my initials, that PUMA presented me before the final races, did definitely inspire and spur me on, to give all I could. But more importantly, running at the Olympics was incredible fun."

The Jamaican world class athlete treads in the footsteps of gold medallist and Olympic champion Linford Christie. The pictures of Christie's PUMA contact lenses went around the world when he wore them prior to his start at the Olympics in Atlanta in 1996. This marketing campaign, which received several awards, has been an outstanding example of innovative sports marketing until today.

Innovative Technologies, Performance and Sports Fashion in Football Stadiums and at Sea

As early as in 1952, PUMA set the first milestone in football stadiums by developing the "Super Atom", the first football boot with screw-in studs. Eight players of German premier league club Hannover 96 wore the new mass-produced boots during the final of the German Premier League Championship in May 1954 and heralded a new era of football boot development even before Germany's famous 1954 World Cup win in Bern in July 1954.

An unforgotten story for the development of unique sports products is the legendary "Jersey with two Stripes", that the captain of the Dutch national team Johan Crujff created at the World Cup 1974. The Dutch player refused to play in a shirt with three stripes as he felt closely connected to his sponsor PUMA. He created a very special Dutch shirt which bore only two stripes and it was debuted in the final of the World Cup in Munich.

When Jochen Zeitz became CEO of PUMA in 1993, he introduced a totally new brand strategy which aimed at turning PUMA into the most desirable sportlifestyle brand, fusing successfully influences from sports, lifestyle and fashion. A perfect demonstration of what the new sportlifestyle segment stood for was PUMA's cooperation with designer Jil Sander in 1998, when PUMA established - as the first sports brand ever - the combination between sports and style. It was not only on the catwalks, but especially in stadiums worldwide where PUMA set new standards for sports fashion and established the sportlifestyle market.

Coloured football boots at the World Cup in France in 1998 and the sleeveless jerseys, which the Cameroon national team sported first at the African Cup of Nations 2002 and then at the World Cup 2002 in Japan/South Korea are legendary examples of PUMA's sports fashion. The football fashion was further revolutionized for the African Cup of Nations two years later in 2004, when the Cameroon team played in one-piece jerseys for the first time ever. The one-piece kits caused a worldwide media stir and brought

about a lawsuit with international football federation FIFA, which tried to ban the sensational jerseys.

PUMA's successful fusion of sports and style within the realm of football was crowned when the Italian national team won the World Cup in 2006: The "Squadra Azzurra" represents the perfect combination of athletic world class and fashionable flair and contributed strongly to PUMA extending its position as one of the three leading football brands.

At sea, PUMA participates in one of the world's toughest sailing races, the Volvo Ocean Race, with an own boat, sailing off in October in Alicante. As one of the first multi-category companies, PUMA enters into sailing and combines high performance sports with cutting-edge technology, styling and adventure. The striking design of the yacht will cause a distinctive global brand visibility for eight months and therefore extending our premium sportlifestyle categories. The race, that is also referred to as the "Everest of Sailing" ends in St. Petersburg in 2009.

Sports and Style in Running, Motor Sports and Tennis

PUMA has always been successful in finding the right promotion partners, who perfectly reflect and communicate the image of the brand – not only in football, but also in Running, Tennis or Motor Sports. The Jamaican track and field team with its superstar Usain Bolt demonstrate that sports, fun and style have always been and still are basic ingredients in PUMA brand strategy.

On the international tennis courts, PUMA caused a stir in 2002, when the company dressed the top player Serena Williams in a skin-tight black "catsuit" at the US Open in New York and changed the fashion in a sport that had seen players traditionally dress in white. In 1998, PUMA took the then 16-year old American tennis player under contract and went together with her all the way from rank 42 to number one in the world tennis ranking list. In motor sports, PUMA underpinned its excellent competence to combine top performance sports with lifestyle when it developed its highly functional Formula 1 collections as the first sports brand ever. With the support of Ferrari and Michael Schumacher as well as a strong portfolio of other racing teams, PUMA successfully established Motorsports as a new segment within a short time and became the leading Formula 1 sponsor. Formula 1 driver Sebastian Vettel recently caused a sensation when the 21-year old won the race in Monza, wearing golden PUMA shoes, and became the youngest Formula 1 champion in history.

Moving forward with Africa

PUMA is already warming up for the football World Cup 2010 in South Africa.

As a partner of 12 African Football Federations, PUMA has not only been the leading sponsor in Africa, but also uses the continent as a platform to launch its most innovative products. Delight in playing, style, passion and culture are African values, that also matter to PUMA.

While conflicts and poverty generate a lot of negative press for Africa, PUMA concentrates in its communication on the continent's potential and the uniqueness.

The company consequently advocates the respect for human rights and non-violence and has been supporting the initiative "Peace One Day" since September 2007. A few years before, the general assembly of the United Nations adopted a resolution by all UN member states to formally establish an annual day of global ceasefire and non-violence. This international Day of Peace is September 21st.

More than 100 million people in 200 countries committed to Peace Day last year. PUMA supports the global day of peace through its initiative "One Day One Goal", which aims at getting people to play football with the idea that the power of sports will unite people in peace. For special football games PUMA awards the Peace Trophy.

PUMA's commitment to environmental protection, social affairs and ethical values ensures that the firm is on the right track to become the most desirable sportlifestyle company. PUMA will continue to forge ahead by taking innovative and sustainable directions – that are desirable for its customers and consumers in a world that everyone is responsible for.

Examples of PUMA Athletes:

1930s: Jesse Owens (100m, 200m, long jump, 4X100m relay)

1950s: Herbert Burdenski (football), Josef Barthel (1500m), Horst Eckel (football), Werner Liebrich (football), Heinz Fütterer (100m)

1960s: Armin Hary (100m), Pelé (football), Gaston Roelants (300m steeplechase), Mary Rand (long jump), Abebe Bikila (marathon), Eusébio de Silva Ferreira (football), Tommie Smith (200m), Lee Evans ((400m/ 4x400m), Willie Davenport (110m high hurdles), Bob Seagren (pole-vault), Jim Hines (100m), Joe Namath (American Football)

1970s: Mary Peters (Pentathlon), John Akii-Bua (400m hurdles), Randy Williams (long jump), Klaus Wolfermann (javelin), Dwight Stones (high jump), Johan Crujff (football), Guillermo Vilas (tennis), Allan Simonsen (football), Mario Kempes (football), Renaldo Nehemiah (110m hurdles)

1980s: Marcus Allen (American Football), Bruno Conti (football), Diego Maradona (football), Sydnee Marea (1500m), Evelyn Ashford (100m/ 4x100m), Martina Navratilova (tennis), Boris Becker (tennis)

1990s: Lothar Matthäus (football), Heike Drechsler (long jump), Merlene Ottey (100m, 200m), Linford Christie (100m), Colin Jackson (110m hurdles), Dieter Baumann (1500m), Velez Sarsfield (football), Jonathan Edwards (triple jump), Serena Williams (tennis), Vince Carter (basketball), Oscar De La Hoya (boxing), Nicolas Anelka (football), Jamie Baulch (400m), Wison Kipketer (800m), Christopher Kosgei (3000m steeplechase), Tsiamita Paraskevi (triple jump), Noah Ngeny (1000m).

2000s: Konstantinos Kenteris (200m), El Hadji Diouf (football), Travis Pastrana (motorcross), Robert Pires (football), Gianluigi Buffon (football), Jung Hwan Ahn (football), Chema Martinez (10,000m), Michael Schumacher (Formula 1), Mario Gomez

(football), Marcell Jansen (football), Usain Bolt (100m, 4x100m, 200m), Sebastian Vettel (Formula 1).

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PUMA® is the global Sportlifestyle company that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in Sportlifestyle Footwear, Apparel and Accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com and www.pumafootball.com.