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## **Jochen Zeitz appointed as a member of the Executive Committee of PPR**

**Herzogenaurach/Paris, September 03, 2007** – Jochen Zeitz, CEO and Chairman of PUMA AG, has been appointed as a member of the Executive Committee and non-voting member of the Board of Directors of PPR. The Executive Committee comprises the Chairman and CEO of PPR Francois-Henri Pinault, the CEOs of the subsidiaries and senior managers of PPR and focuses on strategic planning of the Group's activities, co-ordinates and shares inter-company initiatives and monitors cross-functional projects.

François-Henri Pinault, Chairman and CEO of PPR and Chairman of the Supervisory Board of PUMA: "We are happy to announce Jochen Zeitz's appointment to the Executive Committee and the Board of Directors. This step allows the use of the qualitative synergies between the PPR brands and PUMA and therefore further supports the successful collaboration between PUMA and PPR."

Jochen Zeitz, CEO and Chairman: "I am delighted to have been appointed to the Executive Committee and the Board of Directors of PPR. This step will reinforce PUMA's position within the PPR Group and the support of PPR's Executive Committee gives us the possibility to further strengthen our position as one of the most desirable Sportlifestyle companies."

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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](http://www.puma.com)*

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*PPR develops a portfolio of high-growth global brands. The Group is present in 75 countries with approximately 78,000 employees. Through its retail businesses Redcats Group, Fnac, Conforama and CFAO, and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, YSL Beauté, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney), PPR generated sales of EUR 17.9 billion in 2006. In 2007, PPR acquired a majority interest in Puma. PPR shares are listed on Euronext Paris (# 121485, PRTP.PA, PFP). For more information: [www.ppr.com](http://www.ppr.com)*