



PRESS RELEASE

PUMA's New Limited Edition v1.10 Kehinde Wiley Boot Fuses the Speed and Passion of Football Together

HERZOGENAURACH, GERMANY (November 24, 2009) – PUMA today announced the release of a limited edition Kehinde Wiley performance football boot. In his second collaboration with PUMA, Kehinde Wiley has taken the V1.10 football boot and outfitted it with one of his signature graphic prints, inspired by the bold colors of Africa. This special edition boot comes on the heels of the Modern African lifestyle collection he recently designed with PUMA. Together, the product statements help set the stage for PUMA's Global Football campaign that launched in earlier in October this year leading up to and through the FIFA World Cup™ 2010 in South Africa.

Kehinde Wiley has gained worldwide acclaim as an artist for his portraits of famous African Americans depicted in classical poses and set against Wiley's signature bold graphic backgrounds. These brilliantly-colored patterns have become Wiley's calling card and are featured in the line of apparel, footwear and accessories that he recently designed for PUMA. Intensity and passion are two words synonymous with his creations; they also capture the spirit of what it is to be a football player and fan.

PUMA players Samuel Eto'o, John Mensah and Emmanuel Eboué will all wear this limited edition boot in their matches during the Champions League, starting December 9th and through their respective league games during the weekend of December 19/20th. All three players will sign their boots, which will be auctioned off in 2010 to benefit PUMA's charity of choice for World Cup.

PUMA's Limited Edition v1.10 Kehinde Wiley Boot not only makes a statement with the Wiley-designed graphic, but it delivers the most advanced technology available to date. The second generation of the Uni-construction provides a better touch of the ball by having an updated, softer toe area. The laces are covered in order to provide a clean kicking area, and the lightweight upper materials combine textiles with a soft, highly-abrasion-resistant, lightweight micro-fiber that translates into a significantly better ball touch. At the same time, the carbon fiber plate in the outsole reduces the stud pressure and increases reactivity, while keeping the weight of the product down. Form meets function in this statement product from PUMA that's sure to be a collector's item.

Only 302 pairs of PUMA's Limited Edition v1.10 Kehinde Wiley Boot will be manufactured and each will be individually numbered. The boots will be available for sale at select retail locations. Information about retail locations carrying the performance boot is also available at www.pumafootball.com.

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International Media Contacts:

Clara Mattioli
Int'l PUMA PR
+49 9132 81 2961
Clara.mattioli@puma.com

Meg Parker
Int'l PUMA PR
+617-488-1019
Meg.Parker@puma.com

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 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, 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