



PRESS RELEASE

PUMA Launches with PUMA Golf North America

Sportlifestyle brand announces a new distribution and licensee partnership for Golf category in North America

Westford, Mass. (December 3, 2009) – Today, [PUMA®](#) announced a new partnership to grow the North American golf business with the formation of **PUMA Golf North America**, as the official distributor and licensee of PUMA Golf in the United States and Canada. PUMA Golf North America will become the official licensee, responsible for the North American distribution of the brand's footwear, apparel and accessories to on & off course golf specialty, sporting goods and online accounts. The long-term agreement will include dedicated resources for the golf category across merchandising, sales, marketing and operations. The newly formed organization will begin work on PUMA Golf effective immediately, with the in-store launch of the Spring 2010 collections and the sell-in for Fall/Winter 2010 quickly approaching.

Golf is a major priority in PUMA's global brand strategy and this new alliance will propel the category in North America as well as expand PUMA's distribution in the golf market.

"PUMA is committed to the golf business," said Bob Phillion, Global Head of PUMA Golf for PUMA AG. "This move will take our business to new heights, strengthen our reach and focus our efforts with a core, dedicated team. North America is a critical market, and the formation of PUMA Golf North America will bring us accelerated growth."

"Golf is an important category for PUMA and we are excited with the opportunity to build and develop the business, ultimately making PUMA the most desirable golf brand in the industry," said Ted Fletcher, President of PUMA Golf North America. "We will build upon PUMA's existing success and momentum, maximizing the brand's marketing and sports assets and truly drive the golf category to a healthier and more robust business for the company."

PUMA Golf North America has assembled a team of seasoned experts with years of proven experience and success in the sport. Members of the executive team at PUMA Golf North America have been directly involved since PUMA's entry into the golf industry in 2006, building the category successfully in Canada.

"Golf is a perfect sport to showcase PUMA's sportlifestyle positioning," said Jay Piccola, President and General Manager for PUMA North America. "And having dedicated resources for the business is crucial. Ted Fletcher's team has the right action plan to nurture and build the golf business to where it needs to be and I'm confident this move will not only help the growth of PUMA Golf, but also allow PUMA to succeed even more in other sport and lifestyle categories."

PUMA entered the golf market in 2006, offering golfers technical performance gear that helped players look better, feel better and play better on and off the course. Catching the eyes of professional and novice golfers around the world, PUMA Golf is known for being colorful, stylish, inclusive and fun. Today, PUMA Golf athletes include newcomer Rickie Fowler, Geoff Ogilvy, Johan Edfors, Jeff Overton and Anna Nordqvist. For more information about PUMA Golf, visit golf.puma.com or www.puma.com

Media Contact:

Curtis Begg, PUMA Golf North America – 877-830-3311 – cbegg@muggpa.com

Heather Bouzan, PUMA North America - 978-698-1227 – heather.bouzan@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 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 Soccer, 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

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