



PRESS RELEASE – FOR IMMEDIATE RELEASE

PUMA® EXTENDS CONTRACT WITH CZECH FA AND UNVEILS NEW CZECH REPUBLIC HOME AND AWAY TEAM KIT

Prague, Czech Republic – (1 March, 2010) – PUMA® today announced the extension of its contract as official kit sponsor of the Czech Republic National Football team in a joint press conference with the Football Association of the Czech Republic (ČMFS). To coincide with the announcement, PUMA also unveiled the new home and away team kits the Czech Republic Football Team will wear as they compete in the forthcoming UEFA EURO 2012 qualifying campaign.

Under the agreement, PUMA will remain the official supplier of all on-field, sideline, training and representation apparel and equipment to all Czech FA associated National Teams including the Men's 'A', 'U21/Olympic' and 'Youth' national teams, as well as all Women's National Teams beyond the 2012 UEFA European Championship™ in Poland/Ukraine and the 2014 FIFA World Cup™ in Brazil.

PUMA's partnership with the Czech FA has existed since the year of the country's conception in 1996 and their subsequent run to the final of the Euro 96 tournament in England. The new contract will see the partnership celebrate its 15th anniversary in 2011.

"The long term partnership with the Czech National Team has been instrumental in the continued positive development of the PUMA brand in Czech Republic," said Jochen Zeitz, Chairman and CEO of PUMA AG. He added: "This extension of our co-operation is testament to PUMA's commitment to the Czech national team. Our relationship with Czech Republic is special, considering we have been sponsors since the first successes of the independent Czech national football team."

Czech FA president Ivan Hašek added: "The extension of our partnership with PUMA is really important for us from two points of view. Firstly it helps to secure the federation's long term financial stability and secondly it ensures our teams will be competing using the highest quality equipment. We are really satisfied with PUMA and as we can see, PUMA is committed to us."

Following the announcement, PUMA unveiled the home and away team kits for the Czech Republic Football Team. The new kits are part of PUMA's POWER 1.10 collection, including the statement football boot the PowerCat 1.10. The colours of the kit reflect the country's national flag - the home shirt is red with blue and white details and the away shirt is white with blue and red details.

The Czech Republic National badge is prominently displayed on the left chest next to the leaping PUMA Cat logo on the right chest. The design of the jerseys reflects PUMA's sportlifestyle positioning and the dynamic and modern character of the Czech team. The new Czech kit puts emphasis on courage, engineered performance features and a distinct articulation of raw football power.

The Czech Republic Head Coach, Michal Bílek commented on the new kit: "The new Czech national team jerseys combine an original design with the traditional values of the kit and it's great to know that the players had the opportunity to participate in its creation. The squad will be proud to wear the shirt in what we hope will be a very successful Euro 2012 qualifying campaign."

The POWER technology in each jersey was constructed using 3D Motion Analysis, a scientific technique that captures and quantifies human movement. This movement data is incorporated into the design of the jersey to ensure each player uses minimal force and energy with every upper body movement. The collar and arms feature power cutlines, giving the jersey a striking look emphasizing the strength of the chest and arms.

The shorts are inspired by both football and boxing, featuring a boxer-like belt as the waistband to give players the added bold look. The shorts also have mesh gussets for improved ventilation and additional freedom of movement. The final piece to the kit, the socks, have a shaped footbed to provide support and protection for high-stress regions along with mesh inserts to provide breathability and an exaggerated definition of the calf muscle.

Tomáš Rosický the captain of the Czech national team also wear the Powercat 1.10 Boot, which uses PUMA 3D Power Shooting Technology delivering unique rebound properties. The Springtech foam in the gills enhances every shot by putting extra power behind the ball as it catapults off the shoe. That means the boot intentionally does not absorb the typical amount of energy on ball impact, which instead allows you to release more power with every shot. The kicking area is made of soft, thin leather and a synthetic microfiber around the quarter area keeps the boot lightweight and easy to perform in. The bladed studs are configured to ensure smooth ground penetration and pressure distribution as well as maximum traction and maneuverability.

The press conference took place in Prague before the Czech Footballer of the Year ceremony. Tomas Rosicky (Arsenal) was on hand to model the new strip and was joined by president Ivan Hašek, head coach Michal Bílek and PUMA's Filip Trulsson at the unveiling.

Alongside Czech Republic, two other PUMA sponsored countries – Switzerland and World Champions Italy – unveiled their World Cup 2010 Kits this week.

For more information visit: www.pumafootballpresskit.com.

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