



PUMA® UNVEILS ITALY HOME AND AWAY TEAM KIT FOR 2010

Coverciano, Italy – (1 March, 2010) – PUMA today unveiled the new home and away team kits of reigning World Cup™ champions Italy at a joint press conference with the Italian Football Federation (FIGC). The iconic azzurro blue kit emblazoned with four stars - one for each World Cup™ they have won - will be worn by Italy as they defend their title at the 2010 FIFA World Cup™ in South Africa this summer. The new PowerCat home shirt design will be endorsed exclusively by Italy at the World Cup.

"PUMA Football is off to an impressive start as we enter this World Cup year, with seven of our sponsored teams now qualified for the tournament in South Africa this June," said Jochen Zeitz, Chairman and CEO, PUMA AG. "Certainly the one to watch is the defending World Champion, Italy. The world is ready to rally behind you, Team Italia. As we debut the home and away kits in Coverciano, we celebrate the long-standing partnership with the FIGC and usher in what we hope is another successful campaign for the Federation."

Giancarlo Abete, the FIGC President (Italian Football Federation) said, "This kit encapsulates the essence and heritage of the Azzurri, and represents a symbol to celebrate the Centenary of the National Team, defending our title in South Africa. Through its passion and innovation, PUMA has created a football kit that will help us achieve this dream."

The new kits are part of PUMA's PowerCat 1.10 collection, including the statement football boot the PowerCat 1.10. Staying true to tradition, the colors of the home kit is Italy's classic azzurro blue with white details. The away kit is the traditional white with blue and gold details. The home shirt features a unique body fit and 'battle skin' graphic, designed specifically for Italy and their quest for a fifth World Cup title. The Italy away shirt delivers a different design interpretation under the same PowerCat concept.

The unique star-shaped collar highlighted with the green, white and red of Italy pays homage to the team's four World Cup™ titles as do the four stars on the official FIGC logo on the left chest. A leaping PUMA Cat logo on the right chest is prominently displayed. The design of the jerseys reflects PUMA's sportlifestyle positioning and the dynamic and modern character of the Azzurri. The new Italy kit puts emphasis on courage, engineered performance features and a distinct articulation of raw football power.

The PowerCat technology used in the new shirt 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 jersey also uses an engineered mesh, or 'battle skin', that enhances breathability, giving players more comfort and freedom of movement. The collar and sleeves 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 the Italian players an added bold look and confidence as the title holders. The shorts feature mesh gussets for improved ventilation and additional freedom of movement. The final piece to the kit, the socks, introduces 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.

PUMA's contracted Italian players will endorse 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 uniform was introduced in Coverciano, Florence before Italy play their first-ever friendly match against PUMA sponsored Cameroon, which takes place in Monaco on March 3, 2010. The Puma players of the Italian national team were on hand in Coverciano to showcase the new strip and were joined at the unveiling by head coach Marcello Lippi and PUMA's Chief Commercial Officer Stefano Caroti.

PUMA also debuted a special edition PUMA Italia Lacelet, a collectable shoe lace designed with the team's iconic azzurro blue. The Lacelet joins a collection of shoe laces that PUMA created for this World Cup year that will be used as a fundraising lever for PUMA's charitable partner United Nations Environment Programme (UNEP). A portion of the profits from the sale of the Lacelets will be allocated to programs that support biodiversity worldwide, via UNEP's International Year of Biodiversity 2010 campaign.

Alongside World Champions Italy, three other PUMA sponsored countries – Switzerland Czech Republic and Uruguay – unveiled their World Cup™ 2010 Kits this week. For more information visit: www.pumafootball.com.

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