



PRESS RELEASE

PUMA® ANNOUNCES 'UNITY CONCERT EXPERIENCE'

Concert, Featuring Africa Express Artists, Celebrates African Football Teams Headed to World Cup and Raises Awareness for UNEP'S 2010 International Year of Biodiversity

PARIS, France– (May 25, 2010) – PUMA and Africa Express are hosting a free music concert at La Cigale in the 18th arrondissement on Friday, 28 May 2010 at 18:30, featuring some of the hottest musical artists hailing from across Africa and Europe. The concert is being held as part of the PUMA Africa Unity Experience, to provide a unified send-off for PUMA's African football teams Ghana, Ivory Coast, Algeria and Cameroon as they travel to South Africa to compete in the World Cup. The concert also shines a light on UNEP's 2010 International Year of Biodiversity and raises awareness and funds to support biodiversity preservation in Africa.

Musicians from across Africa have been invited to represent their national African football team, underscoring the PUMA unity message. Along with collaborations and special guests, the headliners include Tiken Jah Fakoly (Ivory Coast), M3NSA and M.ANIFEST (Ghana), Les Nubians (Cameroon) and Amazigh Kateb (Algeria). Additionally, PUMA sponsored footballers, such as Samuel Eto'o, Didier Drogba, Michael Essien and Hollywood actor Djimon Hounsou will make a special appearance during the concert.

"We're excited to host the Africa Unity Experience—PUMA's official send-off to the African teams who are World Cup™ bound," said Jochen Zeitz, Chairman and CEO, PUMA AG. "It is through events like these that PUMA's positioning as a Sportlifestyle brand really comes to life. It represents the perfect marriage of sport and music and culture, bringing the Unity message into focus, we hope to raise awareness and interest in the topic of biodiversity through our activities during Africa Unity Experience event."

The goal of AFRICA EXPRESS, which was created upon the initiative of Damon Albarn and other committed celebrities, is to put Africa, a land unheard of with regard to musical creation, in the spotlight, along with African music and the artists who play it.

Since 2006, this has been coming together as a result of fruitful meetings taking place in various African countries with the aim of discovering different cultures and musical heritages, but with the overriding goal of sharing one universal language - music - with players from all these African musical scenes. Thus, artists from the worldwide pop rock, electro or hip hop scene, such as De la Soul, Massive Attack, Flea from the Red Hot Chili Peppers and Fat Boy Slim, among others, have come to Bamako, Mali, to Kinshasa, Congo, to Lagos, Nigeria and to Addis Ababa, Ethiopia to each live out his own experience in Africa and with Africans in the midst of this tribe, Africa Express.

Africa Express is also the organizer behind large-scale concerts in Europe. Musical mayhem takes place during shows, which last between 5 and 8 hours, under the form of a parade of artists, with diverse formations and collaborations that are often one of a kind. These are encounters between international artists equipped with the financial resources to be able to attract a large number of people and open the doors to huge festivals and events where very famous African artists such as Tinariwen, Amadou & Mariam, Baba Maal, Tony Allen, Cheick Tidiane Seck or Toumani Diabate and Oumou Sangare, just to name a few, are showcased.

Since Africa Express's inception, the musical scene has changed. Artists have become interested in Africa in general, and in this type of music in particular, and significant collaborations have met with great success. It is in order to create a sensational musical event that PUMA, supporter of the Africa Express adventure, has called upon us to help make possible a memorable evening on May 28 at the Cigale in Paris.

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Media Contacts:

Sara Gottman, International PR, PUMA	+ 1 617 488 2914,	sara.gottman@puma.com
Yves Coulter, International PR, PUMA	+ 49 151 1474 3125,	yves.coulter@puma.com
Simon Veysiere . Africa Express PR	+ 33 6 70 21 32 83,	simon@accent-presse.com

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