# PRESS RELEASE

**SANTI CAZORLA SIGNS FOR PUMA®**

*Sportlifestyle Brand Announces New Partnership with Spanish Football Star*

**Herzogenaurach, Germany (28 August, 2013) –** PUMA has signed a new long-term partnership with Arsenal’s creative midfielder Santi Cazorla. The Spanish international will wear PUMA evoSPEED football boots on pitch this weekend, joining a rich portfolio of evoSPEED players that includes Sergio Agüero, Radamel Falcao and Olivier Giroud. Santi Cazorla will become another important asset in PUMA’s global football ‘Nature of Performance’ communication programme.

Combining several performance characteristics such as speed, agility and close control, Santi Cazorla is the perfect player to promote the PUMA evoSPEED product range. The Spaniard enjoyed a phenomenal first season at Arsenal, thrilling fans with an attacking style of play that led to him being voted the player of the season at the North London club.

Santi Cazorla said, “Signing this new partnership with PUMA is an exciting step for me. I like the people, their ideas for football and I am impressed with their product development. The evoSPEED boots I have chosen to wear are very light and give me a freedom and quickness of movement, which is very important for me to perform at my best. I am pleased the new season is underway and hope I can help my club and national team enjoy a successful year, and I am looking forward to working with PUMA.”

Christian Voigt, Senior Head of Global Sports Marketing at PUMA commented, “Santi Cazorla is such an exciting player to watch. His awareness of what is going on around him, technical ability and quickness of thought make him a very influential creative midfield player, and he is a wonderful asset for our evoSPEED product silo. We’re very happy to have him as part of our PUMA football family.”

The evoSPEED 1.2 bootthat Cazorla will wear is PUMA’S latest performance football boot, designed to enable players reach top speed quickly without sacrificing stability or comfort. This is made possible through the use of light materials in combination with an internal midfoot support cage (EverFit cage) that maintains a good fit during all points of sprinting. The outsole is reconfigured with smaller conical studs that give the player a better grip on the ground and enhances manoeuvrability on the pitch. For optimal comfort, a minimised tongue and heel have been added, reducing pressure on the Achilles tendon whilst the sock liner distributes the foot’s pressure evenly.

For more information, visit PUMA’s new exciting online community [www.pumafootballclub.com](http://www.pumafootballclub.com) or the media centre for regular updates: <http://news.puma.com/>

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**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 principles 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. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen and Mihara Yasuhiro. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit [http://www.puma.com](http://www.puma.com/)