**PRESS RELEASE**

**PUMA LAUNCHES LATEST COLOURWAY OF ICONIC KING BOOT AT UEFA CHAMPIONS LEAGUE™ FINAL**

*White, Red and Black King Boot To Be Introduced by Dante At Wembley*

**Herzogenaurach, Germany (22 May 2013) –** This weekend, the latest colourway of PUMA’s iconic King boot will make its on pitch debut at the UEFA Champions League final. Bayern Munich’s central defender Dante will be the first to wear the world renowned boot in new a white, red and black colourway at Wembley. The PUMA King FG is designed to give players ultimate ball control and a skilful touch, something Dante will be hoping helps him keep Borussia Dortmund at bay in the first all German final of Europe’s most prestigious competition.

Dante commented, "My first season with Bayern Munich has been an unbelievable experience and I am so excited to be part of the team that travels to London for the Champions League final. For me, this is a wonderful opportunity and playing in the final of such an important tournament is probably every footballer's dream. I will wear my new PUMA boots for the first time in this match and I really hope they will bring me luck, having worn them in training I am sure the will enable me to perform at my best."

Featuring TouchCELL™, the latest PUMA King FG is designed to maximise the complete performance of the player enabling a perfect combination of speed, physicality and technique. It allows for an enhanced touch and feel between boot and ball, giving complete control for all skills and moves. By having a super-soft premium leather upper boot, the boot aligns to the natural curves of the foot. King FG continues using the Pebax outsole for a mix of conical and traction studs guaranteeing flexibility, grip and maneuverability while combining with an external heel counter for a superior fit and stability.

The new King FG products in the white, red and black colourway will go on pitch 25 May at Wembley, and will be available in-store from 15 July 2013.

For more information, please visit [www.puma.com/football](http://www.puma.com/football)

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**PUMA**

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