**PRESS RELEASE**

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**PUMA LAUNCHES NEW EVOSPEED 1.2 FG FOOTBALL BOOT**

*Name Replaces Classic Formstripe for the First Time in PUMA’s History*

**Herzogenaurach, Germany (15th May 2013) -** PUMA® today introduces the new **evoSPEED 1.2 FG**, the latest performance boot that helps players maximise their speed on the pitch. For the first time ever, the boot features the PUMA brand name on the inner side of the boot instead of the formstripe – the brand’s iconic trademark. This weekend, the new black and fluorescent yellow boot makes its on pitch debut with Sergio Agüero, Radamel Falcao, Olivier Giroud and many more PUMA players.

The new evoSPEED 1.2 FG is 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.

Inspired by the shape of muscles, tendons and the smooth curves of a race car, the new boot features subtle black glossy graphics that round off the look of the more visible yellow prints. Finishing touches are the transparent dotted print on the vamp for better grip in wet conditions, and small details in fluorescent blue that complement the striking look.

Sergio Agüero commented after testing the finished boot, “I am always excited to wear a new boot. After the v1.11 and the first evoSPEED, this is the third SPEED boot that I have worn and it is definitely the best. PUMA’s boots are constantly improving and the innovations they create help me to perform better when I play. I appreciate the fact that they incorporate my feedback when they develop new boots and I am delighted with this latest result.”

The new PUMA evoSPEED 1.2 FG football boots will be on pitch from today and available in-store globally from the 1st of June 2013.

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

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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, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit [www.puma.com](http://www.puma.com) .