**PRESS RELEASE**

**PUMA RELEASES ITS MUCH ANTICIPATED evoPOWER TEST BOOT**

*Sport Brand’s Latest Football Boot Innovation Teased in Camouflage Design*

**Herzogenaurach, Germany (3rd January 2013) –** Two weeks ahead of the launch of PUMA’s **evoPOWER** football collection, the Sport Brand today introduced an exciting teaser boot. The **evoPOWER CAMO** incorporates the same technology and innovation as the official evoPOWER boot, but with a camouflage design. For the next two weeks, Cesc Fàbregas, Mario Balotelli and Marco Reus will wear the boots in training and competitive games.

evoPOWER takes its inspiration from the bare foot, with design characteristics that are unrivalled in the football industry. The detailed features and benefits of the boot are yet to be revealed, but the boot is designed to deliver an even greater level of power and accuracy. A closer look at the teaser boot designed graphic reveals a mix of grey and turquoise PUMA cat logos that together create the camouflage-like look.

Cesc Fàbregas commented on the evoPOWER CAMO, “A teaser boot always has something mysterious about it and I am happy to be one of the few that get the chance to play in this unusual design. It is always an exciting moment when PUMA present a new boot to me, but this one is especially cool. I have tested it for a while now and I am thrilled to move into this new design.”

The evoPOWER CAMO teaser boots are available to buy at selected online retailers until the 16th of January.

For more information and to see teaser videos for the new evoPOWER boot, please visit [www.pumafootballclub.com](http://www.pumafootballclub.com)

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**PUMA**

PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest competitors on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)