**PRESS RELEASE**

**PUMA TRICKS RELEASED AHEAD OF 2014 FIFA WORLD CUP**TM

*With a Pink Right and Blue Left Boot, PUMA Tricks is Made for the Unbelievable*

**Herzogenaurach, Germany (14th May 2014) –** The right boot is pink, the left boot is blue. PUMA today revealed Tricks, a new colourful interpretation of its evoPOWER and evoSPEED football boots, made for the unbelievable at the 2014 FIFA World CupTM in Brazil. The new PUMA ‘Tricks’ boots and their unusual look represent the unshakable confidence of players who wear them, and evoke their *potential to do the unbelievable*. From today, PUMA players will wear the boot on pitch including Mario Balotelli, Cesc Fàbregas, Sergio Agüero, Marco Reus, Radamel Falcao, Olivier Giroud, Gianluigi Buffon, Yaya Touré and many more.

With its unique look, PUMA ‘Tricks’ is a key product element within the Sport Brand’s Football Marketing campaign ‘The Nature of Believing’ that places the power of belief right at the heart of the sport. Players who wear ‘Tricks’ strongly believe in themselves, and not only strive to stand out on the pitch, they want to stand out forever and make history.

Spanish midfielder and current World Champion **Cesc Fàbregas** said about the new boot, “Like all Spanish players I am so excited to go to the World Cup in Brazil and these boots will make a statement. I’ve played in evoPOWER since January and it is such a good boot. We believe we can go far in the tournament, and I like that these colourful boots will accompany me on our journey.”

Argentinean scoring sensation **Sergio Agüero** commented, “I am always happy to stand out on the pitch. Usually I try to do so by scoring a goal, but why not play safe and wear an unusual pair of football boots? Jokes aside, I love my evoSPEED boots in these crazy colours and I cannot wait to go to Brazil, I really believe this will be a big moment for me.”

**Mario Balotelli** of the Italian National Team added, “I have to be honest, the first time I saw the Tricks boots, I thought the PUMA guy was mad. But when I realised he wasn’t, I was already excited. The evoPOWER looks cool in these special colours it is definitely unique. And in the end, it is exactly the reason why chose to be with PUMA, they dare to be different and everyone knows that I do as well.”

Germany’s winger **Marco Reus** said, “In the past I have scored goals with both the right and left foot, so who knows whether it is the blue or the pink boot that can help me score in Brazil. The main thing for me is that I can help my team have a successful tournament. It will be my first World Cup and I am always so proud to represent my country. We believe in ourselves, and also believe we can bring that famous trophy back to Germany.”

From today, both the evoSPEED and the evoPOWER will exclusively be available in the new pink and blue Tricks colourway at selected online retailers. On June 2nd, PUMA Tricks boots will hit all other accounts globally.

For further information please visit news.puma.com , where imagery, videos and further press materials can be downloaded.

**#startbelieving**

**International Media Contacts:**

Tim Stedman, International PR, PUMA

+49 151 1474 3148

[tim.stedman@puma.com](mailto:tim.stedman@puma.com)

**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/)