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PUMA® REINVENTS LACING WITH NETFIT TECHNOLOGY

One Shoe. Infinite Customizable Styles.

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Continuing in PUMA's tradition of developing game changing innovations, the Global Sports Brand has revealed NETFIT – a unique customizable lacing system that offers infinite performance and style options in one shoe.

NETFIT Technology enhances fit and support by combining a high grade engineered net with form-fitting base materials. With netted mesh, users will now have complete control and versatility over how they lace up. No matter the style, needs, or shape, customise your shoe the way you see fit. The options are limitless, bringing customization to another level and giving everyone the chance to be as creative as they possibly can.

From the track, to the gym, to the street, NETFIT Technology will be featured on several sports and performance shoes, giving users the chance to totally customise their fit and style. The innovation and performance teams at PUMA have developed five different lacing options to help provide guidance, but the possibilities to lace are endless. The 5 lacing systems include Standard lacing, for runners who need minimal support; Stability lacing, for runners who need additional medial support; Wide Foot lacing, for runners with wider feet that need extra room; Narrow Foot lacing, for runners with narrow feet; and Heel Support lacing, for runners who prefer a tighter fit around the heel.

PUMA's top athletes, including the fastest man in the world, Usain Bolt, will be wearing shoes featuring NETFIT Technology to train for the World Championships in London 2017. "I do a lot of training – sometimes a bit too much – and it's always different. Sometimes I'm doing power work, and then sometimes it's speed and agility work, so it's important to have a shoe that's flexible enough to do the right exercise," says Bolt. "The best thing about the NETFIT Technology is that it is customizable and I can lace them any way I want; not only to get the best fit, but it gives me the opportunity to be creative with it. Sometimes you wish you could just design shoes purely tailored to your own feet and now you can. Plus, they look great, and that's always the most important thing, right?"

Adam Petrick, Global Marketing Director, said: "Our goal at PUMA is to constantly push the design of sports products forward in unique and innovative ways. NETFIT certainly does that – it's a performance innovation that allows for athletes at every level and across a range of sports to create their own, perfectly customized fit. But maybe even more exciting are the opportunities for creativity – anyone can use laces of different colors, widths, lengths and styles to create a personal expression for each individual taste. With NETFIT, we're bringing fashion and style to the world of Sports in a way that is uniquely PUMA."



Continued

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For those who play, NETFIT Technology will be available on a range of PUMA Football products giving players endless scope to customize their game. And for those who believe that style starts at their feet, NETFIT will also launch on key lifestyle silhouettes such as the Tsugi.

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PUMA NETFIT Technology will officially be launched in May 2017 and will be available starting now with the Speed IGNITE NETFIT; from May 10th with 365 evoKNIT NETFIT; from June 1st in men's and women's IGNITE NETFIT and Tsugi NETFIT; and from July 1st the IGNITE Limitless NETFIT, Tsugi NETFIT, 365 NETFIT, evoSPEED Indoor NETFIT, and more.

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#LacedUp

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 athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>