**FOR IMMEDIATE RELEASE**

**PUMA® UNVEILS PLANS FOR *THE PUMA YARD* BRAND EXPERIENCE IN LONDON IN JULY & AUGUST AT THE BOILER HOUSE ON BRICK LANE**

***PUMA’s Jamaican-Themed Destination Brings Free Entertainment, Shopping and Sports Concept to Brick Lane, London for 17 Days and Nights***

**Herzogenaurach, Germany/Boston, Massachusetts – (19 June 2012)** – Global sportlifestyle brand PUMA® announced today that The Boiler House, part of the Old Truman Brewery on Brick Lane in Shoreditch, East London, will be transformed into the PUMA YARD this summer during July and August. For 17 days and nights, the Jamaican-themed PUMA YARD promises to be the ultimate destination, offering a convergence of music and lifestyle activities that will deliver a one-of-a-kind consumer experience.

“Given its relevance and its standing as an iconic and cultural area of London, Brick Lane was the ideal location for PUMA YARD,” said Tony Ward, General Manager of PUMA UK. “PUMA YARD, like PUMA, will offer the perfect mix of lifestyle and entertainment activities to help Londoners get to know all that the brand stands for and its rich Jamaican heritage.”

**All About PUMA YARD**

Free to the public and open from Friday, July 27 to Sunday August 12, 2012, the 479,160 square foot PUMA YARD comprises an indoor PUMA Social Club and an outdoor BACK YARD. The BACK YARD, which can accommodate 500 guests at a time, will feature Kingston-inspired food stalls serving authentic Jamaican cuisine, a Beach Bar with refreshing island libations, music and entertainment, recreational areas and the PUMA Speed Test where consumers can test their top speed on a track.

Also situated within the BACK YARD is the PUMA QUAD, a retail space built from four 40-foot shipping containers, featuring a multi-level shopping experience complete with a rooftop deck bar. Visitors can score exclusive PUMA YARD lifestyle-performance products and fan wear designed exclusively for PUMA by Cedella Marley, daughter of reggae legend Bob Marley.

Adjoining the BACK YARD is the indoor PUMA Social Club, a shared social space with capacity

for another 500 guests where PUMA will host events and everyone-can-join fantivities like foosball and ping-pong. This Kingston-cool lounge pays homage to the “After Hours Athlete” who finds inspiration in social competitions among friends, rather than hardcore sporting endeavours. The PUMA Social Club at the PUMA YARD is a continuation of the popular Social Clubs that PUMA has launched in major cities all over the globe, from Abu Dhabi to New York to

**--more--**

 **Page 2**

Tokyo to Paris and beyond, celebrating the “After Hours Athlete.” A VIP section within this PUMA Social Club will serve as a special hospitality space for executives and VIPs.

PUMA YARD doors open each day at 12:00 noon for the afternoon session and at 19:00 each evening for the evening session. **Admission is free but advance ticketing is required**. To get in on the action, fans must visit www.puma.com/yard and register foraccess. Digital tickets can be printed from home or scanned from a smart phone at the point of entry. Registration begins today, **June 19, 2012.**

**Music at PUMA YARD**

During the 17 days of operation, PUMA YARD will host a list of DJs, Club nights as well as live performances sure to get the crowd on their feet.

Headlining the grand opening of the PUMA YARD on July 27is the talent of London based electronic dance music heavyweights Groove Armada. Groove Armada, fronted by Andy Cato and Tom Findlay, are sure to set the stage ablaze. The band will play an exclusive DJ set at the Yard and set the tone for things to come.

Another major act will take the stage on Jamaica Independence Day, August 6, when PUMA YARD welcomes Jamaican born reggae artist Gyptian. Gyptian’s “Hold Yuh” album and the title track have received critical acclaim globally. His home-grown, yet globally-infused reggae sounds are the perfect way to honor the 50thyear of Jamaica’s independence.

The PUMA YARD party reaches a final crescendo on August 11and 12, with big blow-out performances from amongst others, the inimitable Professor Green. After exploding in the music industry with his current, double Gold-selling album, *At Your Inconvenience* Professor Green has become a household name. He has appeared at major festivals, performed on the X-factor and had a list of chart-topping singles and albums. Professor Green is also a brand ambassador for PUMA and collaborates with the sportlifestyle company on a number of different projects.

Additional artists will be announced on [www.puma.com/yard](http://www.puma.com/yard) and consumers can stay up to date by becoming a fan on the PUMA Facebook page (www.facebook.com/puma) and on the @PUMA Twitter feed (www.twitter.com/puma).

Consumers will be welcomed into the joyfully Jamaican space beginning July 27 for the Grand Opening. Doors open to the public at noon and the day will be filled with entertainment and activities aplenty.

**--more--**

**Page 3**

**Other Marquee Events at the YARD**

August 6 marks another important date on the PUMA YARD calendar when it plays host to a special celebration commemorating the 50th Anniversary of Jamaica’s Independence. One Love will be the theme for this vibrant event and visitors to the YARD will revel in a unique line-up of live entertainment, activities and special appearances by notable personalities.

For more information about the events happening at PUMA YARD go to [www.puma.com/yard](http://www.puma.com/yard). Consumers are encouraged to become a fan on [www.facebook.com/puma](http://www.facebook.com/puma) or follow the happenings via twitter at the @PUMA Twitter feed [www.twitter.com/puma](http://www.twitter.com/puma) and use #PUMAYARD for any Tweets about PUMA YARD.

**Final Notes on the PUMA YARD**

The PUMA YARD was conceived through a collaboration PUMA and innovision, the London-based special events and brand experience agency. innovision lent strategic planning and creative design to the project, bringing the PUMA YARD to life in a way that’s truly authentic to PUMA as a brand and Jamaica as a nation. The agency will also be responsible for event operations throughout the duration of the PUMA YARD.

PUMA and innovision are working in tandem to ensure PUMA YARD exceeds sustainability measures for equivalent brand experiences through a large number of factors including; waste management, sustainable materials, transportation management, procurement and local community involvement. PUMA is committed to working in ways that contribute to the world by supporting SAFE Sustainability.

**PUMA Loves Jamaica**

PUMA, a long-standing supporter of Jamaican Track & Field since 2001, partners with the Jamaica Athletics Administrative Association (JAAA), the Jamaica Olympic Association (JOA) and the soon-to-be-announced 2012 Jamaica Olympic Track & Field team, as well as individual athletes Usain Bolt, Shevon Stoddart, Jermaine Gonzalez and Maurice Smith. PUMA is also the official sponsor of the ISSA Boys and Girls High School Championships (“Champs”) in Jamaica which has fostered some of the world’s most accomplished track and field athletes. PUMA currently supports seven high schools in Jamaica with performance and training equipment and

facilities. For more than a decade, PUMA has been inspired by the vibrant colors, sounds,

culture and people of Jamaica. Jamaica has featured prominently in a host of product collections and marketing campaigns over the years. The PUMA YARD is the perfect culmination of these endeavours and will introduce a whole new audience to the unique spirit and talent of this island nation.

###

**Page 4**

**Editorial Notes:**

For rights-free images, video and press materials from PUMA YARD, please visit: <http://digitalnewsagency.com/puma>

Media crews are encouraged to film/broadcast from inside PUMA YARD with prior notice and approval from PUMA International PR teams. See below for contacts.

**Media Contacts:**

Sara Gottman, International PR, PUMA, +1 978 996 4441, sara.gottman@puma.com Collette O’Neill, International PR, PUMA, + 49 1514 487 7496, collette.oneill@puma.com Alison Day, UK PR, PUMA, +44 7500 026 090, alison.day@puma.com

**Marketing Contacts:**

Lisa Lindahl, Entertainment Marketing, PUMA, +44 7793 772 677, lisa.lindahl@puma.com Ruth How, Sports Marketing, PUMA UK & IRE, + 44 7502 450 229, ruth.how@puma.com Allegra Winton, PUMA YARD Project Manager +44 7793 772 634, allegra.winton@puma.com

**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 and Mihara Yasuhiro. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit [http://www.puma.com](http://www.puma.com/)

**PUMA YARD Ticketing**

To get in on the action, go to www.puma.com/yard and click on event listings. Click on the “PUMA eventbrite”links listed for each session and you will be redirected to the registration page. Once you’re

there, select how many free tickets you want (you’ll need one per person) in the ballot and then just follow the registration process. After you’ve signed up, you’ll get a confirmation email of your successful entry into the ballot from “PUMA eventbrite”. Tickets will be distributed on a first-come-first-served basis and there will only be a limited amount available for each session. Tickets are required for entry into PUMA YARD, but entry with a ticket will be on a first-come-first-served basis when you arrive at the event and may not guarantee you entrance to a heavily subscribed session. General admission tickets will be available from **June 19th** and acts will be announced over the coming weeks. The best way to keep up to date is to keep your eye on our PUMA Facebook page (www.facebook.com/puma) and on the @PUMA Twitter feed (www.twitter.com/puma). On the day of the event, make sure you bring your ticket (printed or on your smart phone) and a photo ID. Got more questions? Then go to our PUMA Ticketing FAQs to find out all the details on the ticketing process, www.puma.com/yard

**--More--**

**Page 5**

**PUMA YARD Directions**

Find us at **PUMA YARD,** 152 Brick Lane, E1 6RU, London, United Kingdom. **Liverpool Street** or **Aldgate East** Tube Stations. **Shoreditch High Street** London Overground Station.

**PUMA YARD Opening Times and Capacities**

Doors open each day at 12:00 noon for the afternoon session and at 19:00 each evening for the evening session. The last guests will be admitted at 20:00 each night.

PUMA YARD comprises an indoor PUMA Social Club with a capacity of 500 persons (made up of 100 VIPs and 400 public) and an outdoor BACK YARD with a capacity of 500 persons.

**Groove Armada**

Formed in the mid-1990’s and fronted by Andy Cato and Tom Findlay, Groove Armada has released eight studio albums, four of which have landed in the UK Charts Top 50 and delivered such notable hits as “I See You Baby” and “Superstylin.” 2012 has already seen the duo releasing an EP on underground label Hypercolour and marked a return of their full live show at Lovebox for one night only.

**Gyptian**

Gyptian received his musical calling at the age of seven, when he began singing in church. Recognizing his talent, his parents introduced him to Mr. Wong, a record producer from Portmore, St. Catherine in Jamaica. Under the guidance of Mr. Wong and Earl Chinna Smith, Gyptian honed his sound, and eventually enjoyed chart success with his album, *Hold Yuh*, The title track, “Hold Yuh,” has become a multi-chart hit worldwide and deemed a Summer Anthem.” The song also became popular in the UK, and was released there by Ministry of Sound Recordings, in an EP which includes remixes by Shy FX, Major Lazer and Toddla T.

**Professor Green**

Professor Green (née Stephen Manderson) overcame tremendous odds as a youth growing up in East London to become one of the UK’s most popular rap artists. After winning the JumpOff MySpace battle rap tournament in 2008, Professor went on to tour with Lily Allen in 2009 before releasing his first album in 2010 entitled *Alive til I’m Dead*. 2011 saw his second album debut and it produced the #1 single “Read All About It,” featuring vocals from Emeli Sandé. A third album is currently in the works. Professor Green continues to tour across Europe and garner critical acclaim for his work.

**innovision**

Innovision is an award-winning event and brand experience agency, specialising in sport, entertainment

and corporate communications. It is dedicated to creating unique, iconic and memorable experiences for

brands, businesses and governments and has a world-class client list, which includes Red Bull, Vodafone, Vans, Bacardi, BBC, Lloyds Banking Group, Pirelli and The Greater London Authority. innovision is also delivering an extensive number of projects throughout London 2012.

Founded in 1997 by Chief Executive, Andrew Douglass, innovision’s ethos is built on conceiving and delivering creative, compelling and engaging experience-based campaigns and related digital communications, often of large scale or complexity.

**--More--**

**Page 6**

**The Old Truman Brewery**

The Old Truman Brewery, East London's revolutionary arts and media quarter, is home to a hive of creative businesses as well as exclusively independent shops, galleries, markets, bars and restaurants. For fifteen years the Old Truman Brewery has been regenerating its ten acres of vacant and derelict buildings into spectacular office, retail, leisure and event spaces. The finely tuned mix of business and leisure has created an environment unique in London, making the Old Truman Brewery; a destination in its own right.