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PUMA starts Countdown for Beijing 2008

PUMA announces aggressive marketing campaign for the upcoming Olympic Games hosted in China

Beijing/Herzogenaurach, Germany, September 3, 2007 – With PUMA CEO Jochen Zeitz visiting China, Sportlifestyle company PUMA announced today its early plans for the Beijing Olympics. PUMA will once again engage consumers with a fresh and innovative athletics-inspired product line, available in early 2008, and plans a major marketing campaign to be launched around the Olympics with the PUMA Runway Collection.

PUMA is already today one of the fastest growing international Sportlifestyle companies in China and, in the coming four years, PUMA will strive to strengthen its position in the Chinese market as an industry leader. On the occasion of his visit to China, PUMA CEO Jochen Zeitz was delighted to start the PUMA countdown for the 2008 Olympic Games today at a press conference in Beijing. "Only 338 days left until the torchbearer lights the Olympic flame. PUMA is very proud to be the official kit supplier of 15 athletics teams such as Jamaica, Sweden and several countries in Africa. We're very excited about our new Running collection and we are confident that with these new and innovative products, we will once again leverage our strong position in sports and make a strong mark both on and off the track."

While Jochen Zeitz is in China, a Chinese delegation of the Beijing Organizing Committee for the Games (BOCOG) will pay a visit to the PUMA global headquarters in Herzogenaurach on September 4th, where they will learn more about the Sportlifestyle brand. They will receive a tour of the headquarters, as well as a company presentation and meet with key PUMA officials.

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PUMA® is the global Sportlifestyle company that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in Sportlifestyle Footwear, Apparel and Accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com