



**FOR IMMEDIATE RELEASE**

## **New PUMA Ad Celebrates Life in the 'Faas' Lane Combining Usain Bolt, Speed Reggae and Running Shoes**

### ***PUMA Launches International Advertising Campaign To Support Its New Faas Range***

**BOSTON, MA (Spring/Summer 2011)** – The fastest man in the world, Usain 'Lightening' Bolt, has been joined by the fastest band in the world, 'Rocker, Flex, And Groove' in a series of TV spots to help launch PUMA's new Faas Lab campaign and the accompanying Faas range of sneakers. Blink and you'll miss it as the new ad celebrates all things Faas (Jamaican for 'fast') from its athletes, the up-tempo reggae and of course running, running and more running!

Premiering on February 21<sup>st</sup> in the U.S. on ESPN, MTV, MTV2, Comedy Central and VH1, the advert features the band 'Rocker, Flex, And Groove' sprinting through the streets of Jamaica in the new PUMA Faas running shoes, playing music on the run while adoring fans scream their support. The fastest man in the world, Usain Bolt, becomes a fan, following the band through the streets. The advert ends with the band members revealing their names – Rocker, Flex, And, Groove – reflecting the new technology behind the Faas shoe.

Four versions of the ad have been created, including a :30 spot to be broadcast on TV. Developed by Droga5, PUMA's lead creative agency, the ads form part of the larger Faas Lab campaign which will include online, print and outdoor executions throughout the year, reinforcing the brand's association with Jamaica and its Track and Field team. Rocker, Flex, And Groove will also participate in PUMA's consumer events happening world-wide in tandem with the IAAF Diamond League race season.

'Rocker, Flex, And Groove' are formally known as the 'No-Maddz' and are a critically acclaimed dub poetry group out of Jamaica. For PUMA's Faas Lab campaign, the 'No-Maddz' have been dubbed 'Rocker, Flex And Groove' representing both the music of Jamaica and the technology behind the Faas shoe. The 'No-Maddz' consist of Sheldon "Rocker" Shepherd as lead vocalist; Chris "Flex" Gordon, who rocks the maracas and back-up vocals; Everaldo "And" Creary who helps out on vocals and the cheese grater (no, that's not a typo!); and O'Neil "Groove" Peart who is the band's lead guitarist. While the bands' roots lie in reggae and "dub poetry," their unique speediness made them an ideal fit for PUMA's Faas Lab campaign.

Borrowing its name from the Jamaican word for 'fast,' PUMA's signature 'Faas' collection incorporates new BioRide technology which gives runners a naturally responsive ride – helping them get into their own rhythm for increased speed and performance. Having studied the movement, foot placement and overall running skills of athletes like Usain

Bolt, PUMA identified three proven and consistent skills that were identified as critical to top performance. PUMA translated these elements into three aforementioned categories —Rocker Flex And Groove.

The new Faas site introduces consumers to the Faas Lab and the technical offerings of the Faas range, showcases local “Faas” events, as well as displays the “athlete profiles” for Rocker, Flex, And, Groove. The Faas range from Spring/Summer 2011 features bright, bold colors with unique overlays and design details for each style. PUMA Running’s new Faas Collection brings the joy back into running with increased speed and performance, along with some ‘check-me-out’ designs.

To see the new Faas advert and find out more about the PUMA Faas range please visit <http://www.puma.com/running/faas> or [www.facebook.com/pumarunning](http://www.facebook.com/pumarunning). Fans of the band and Usain Bolt can also watch behind the scenes interviews and videos at [www.puma.com/running](http://www.puma.com/running) following its launch!

# # #

**Media Contact:**

Sara Gottman, Head of International PR, PUMA  
[sara.gottman@puma.com](mailto:sara.gottman@puma.com), office: +1 617 488 2914

**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, Mihara Yasuhiro and Sergio Rossi. 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 more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>