



## PRESS RELEASE

# PUMA FaasLab Sets Out to Uncover What Makes Jamaicans so Fast

**BOSTON, MA (April 1, 2011)** -- PUMA is on a quest to uncover the secret of why Jamaicans are the fastest sprinters on the planet. The brand is intent on identifying all the elements and ingredients - when blended together – that create a one-of-a-kind speed explosion. Whether it's Jamaica's climate, the laid-back lifestyle, the food, the music, the dancing...or the running, Faaslab is a living laboratory to discover the science behind what makes Jamaicans so fast. And Usain Bolt is the product and the prime specimen of what can emerge from this environment. Through Faaslab, PUMA examines the possibility of harnessing these essential ingredients, replicating them and packaging them into the Faas product line and the next Usain Bolt.

To help PUMA unlock the mystery of what makes Jamaicans so fast, the sportlifestyle brand enlisted, Alfred 'Frano' Francis. 'Frano' is a person inextricably intertwined with Jamaican Athletics. He authentically embodies all the best of Jamaica, part wise man, part historian, part anthropologist, part visionary, part Rastafarian, part runner. Frano helped PUMA come up with the informal science behind Faas: a little Faas product, some Jamaican culture, a sprinkle of Jamaican Boy's & Girl's Champs, and a lot of Bolt!

### Faas Product

A cornerstone to the Faaslab is the Faas product range. For Autumn Winter 2011, PUMA introduces the **Faas 400 Bolt**, designed to give the runner a more natural running rhythm and enhanced speed, but with a touch of old-school styling, inspired by iconic silhouettes like PUMA's Easy Rider . The shoe features BioRide Technology, engineered to give a more natural and responsive ride. 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 unique rocker shape allows for a biomechanically efficient stride with an effortless toe-off. The flex grooves built across the tooling increase responsiveness. The Faas 400 Bolt falls around the mid-point of the Faas Cushioning Scale, making it a perfect lightweight trainer.

### Jamaican Culture

PUMA created 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!

'Rocker, Flex, And Groove' are formally known as the 'No-Maddz' and are a critically acclaimed dub poetry group out of Jamaica. The bands 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.

### **Boy's & Girl's Champs**

In 2002, PUMA began to partner with the Jamaica Amateur Athletic Association (JAAA) which oversees all of the Jamaican amateur track & field athletes. That same year, PUMA also started sponsoring the ISSA Boys & Girls Athletic Championships, an annual competition for the best Jamaican high school track & field teams. This year is the 101st anniversary of the Boy's & Girl's Champs, as it's known throughout Jamaica. It is one of the largest high school events in the world and each year a new set of promising young talents hit the track to show the world what they can do. Many Jamaican Olympic medalist, including the world's fastest man, Usain Bolt all competed in this event. For the past decade, PUMA has had a large stake in Jamaican Athletics, supporting Jamaican Track & Field from the high school level to top athletes. PUMA also supports those who compete outside of Track & Field in the Olympics through our JOA partnership.

### **Usain Bolt**

The world will be watching Usain Bolt in London 2012 to see if he will break his own record in the 100m and 200m relays. At 24, Bolt has emerged as the one of the world's most talented Track and Field athletes, winning three gold medals in the 2008 Beijing Olympics and smashing two world records in the 100m (9:58) and 200m (19:19) at the World Championships in Berlin in 2009. PUMA, like many Bolt enthusiasts, believes the best is yet to come.

Usain Bolt and the entire Jamaican Track and Field team will wear uniforms designed by Cedella Marley, fashion designer and daughter of Jamaican reggae icon Bob Marley.

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### **PUMA**

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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>