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PUMA Launches Football v.10 Speed Collection

HERZOGENAURACH, GERMANY (8 October 2009) -- Sportlifestyle company PUMA AG announces the launch of the third generation of the v-Series Football concept, which includes performance boots, jerseys, gloves, shinguards and a ball. The v.10 Speed Collection turns a new page in football history, combining high-performance materials with an African-inspired design aesthetic.

"Confidence to be your fastest is the main statement of the v.10 collection, which revolves around the concept of raw, instinctive speed," said Filip Trulsson, Business Unit Manager for Teamsport at PUMA. "The ever-increasing speed of the game calls for faster reactions and allows little time for the players to think about their moves. The v.10 series was developed to respond to this accelerated pace on the pitch and to trigger the players' confidence to be their fastest."

The v.10 collection draws inspiration from the attitude and unparalleled sense of pride that stems from PUMA's African players and teams. From the striking colors that make the collection stand out, to the strong symbolic references associated with the national teams, everything about the v1.10 campaign embodies an African state of mind.

The collection will be introduced on October 10, 2009, during the qualifications stages for the 2010 FIFA World Cup™. In 2010, when the world sets its sights on South Africa, PUMA will be enjoying more than a decade of close partnership and collaboration with African football federations. PUMA is currently the official supplier of no less than twelve African National Teams, including Cameroon, Ivory Coast, Morocco, Tunisia, Egypt, Ghana, Algeria and Angola,

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the host country of the Orange African Cup of Nations™ in 2010. Additionally, PUMA has been named the Fan Shop and Fan Supplier for CAN 2010, having secured exclusive retail and licensing rights for products carrying the tournament trademark.

v.10 Footwear

The revolutionized PUMA v.10 Boot uses West Africa as a source of inspiration, harkening to the region's sense of athleticism, vivid color, strong rhythm, powerful spirit, raw instinct and unparalleled pride. Technical innovations and minimalist design are combined with striking colors in this speed performance proposition. The statement product for Holiday 2009 comes in a blazing yellow color-way, and will be endorsed by some of the best football players in the world such as Samuel Eto'o, John Mensah, Emmanuel Eboué, Chinedou Obasi as well as Nicolas Anelka, Mario Gomez and Mauro Camoranesi.

PUMA's v.10 football boot incorporates the most advanced technology available to date. The second generation of the Uni-construction provides a better touch of the ball by having an updated, softer toe area. Further, the laces are covered in order to provide a clean kicking area, and the lightweight upper materials combine textiles with a soft, highly-abrasion resistant, lightweight micro-fiber that translates into a significantly better ball touch. At the same time, the carbon fiber plate in the outsole reduces the stud pressure and increases reactivity, while keeping the weight of the product down.



v.10 National Team Jerseys

The new PUMA v.10 playing kit features home and away jerseys and will be endorsed during both the 2010 Orange African Cup of Nations and the FIFA World Cup™ by PUMA's sponsored teams. Making a bold statement, the jerseys are contoured to deliver a snug body fit that accentuates the athletes' musculature. Constructed from moisture-wicking Power Mesh, the jerseys feature a proprietary engineered mesh panel across the back, which allows for maximum movement and breathability. A Kinte pattern, inspired by traditional African fabrics, was applied to execute the mesh panel on the back. Additionally, a unique brush-stroke effect,

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mimicking fans' bodypaint, creates the decorative stripes on many of the jerseys and the players' names and numbers on the back. Official team crests are positioned on the upper right quadrant of the shirt, while on the left hand side close to the heart is the iconic symbol that so well represents the African Teams home country.

v.10 GK Glove

The PUMA v.10 GK Glove introduces the revolutionary 'Pull and Fasten' Speed Closure system that ensures a perfect fit across the backhand. Together with the anatomically positioned flex zones in the palm, this allows the glove to move in harmony with the hand. This new statement guard picks up on the Africa inspiration by introducing a new direct injected protective shell executed in the shape of an African war mask. Gialuigi Buffon will wear the gloves on pitch.



v.10 Ball

The v.10 ball offering has been specifically designed and developed to address hard ground and synthetic surfaces in Africa and beyond. PUMA's high performance match ball is made from closed-cell microcellular panel cushioning that adds to the ball's playability but also provides protection to the overall lifetime of the ball. The ball is approved by the International Matchball Standard.



v.10 Shinguards

The PUMA v.10 Shinguard combines rigidity with a second-skin fit. The five direct-injection shell components form an outer shield to protect from you from opponents' studs, whilst retaining the flexibility to follow the contours of the leg. This lightweight Brock foam layer absorbs the impact of each tackle and its unique composition enables air and sweat to pass through easily. Freedom of movement is also guaranteed through the low-profile integrated ankle and forefoot protection.



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v.10 Individual Training

The v.10 Individual Training offering in apparel completes the v.10 product statement, delivering a full spectrum of performance and leisure pieces. A mixture of blazing yellow and black, the asymmetric cuts and color-ways take inspiration from the African home shirts. To set the Individual Training collection apart from the pack, secondary branding was added via a silicon label that features the SPEED graphic in a hologram format.



For more information visit: www.pumafootballpresskit.com

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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 values 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. The Black label features collaborations with renowned designers such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. 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 www.puma.com