



PRESS RELEASE

PUMA® Launches 2009 'Playful Winter' Holiday Campaign

Hong Kong (2nd October, 2009) – PUMA® unveiled today the 2009 holiday winter jacket advertising campaign, 'Playful Winter'. The campaign will be seen simultaneously throughout five major countries of Greater China; China, Hong Kong, Taiwan, Singapore and Malaysia, beginning in Oct 2009. Featuring Taiwanese artist, Eddie Peng and famed Hong Kong model, Gaile Lai, the campaign brings together the spokespeople's zest for life with PUMA's unique blend of sportlifestyle. The campaign will run as print advertising, outdoor advertising and online promotion. The imagery is shot with a grayish-white light to illustrate the spirit of winter, and rich colors are vividly presented on clothing to help illustrate the theme of the campaign – Playful Winter.

"Our goal was to translate PUMA's brand DNA of being creative and fun through impactful imagery," said Chrisoph Peter-Isenbuerger, Asian Pacific Marketing Head. "By using the contrasting colors of winter against the colorful PUMA apparel and footwear pieces, it really creates an impact that resonate with the consumer."

Exemplifying a collision of sport and fashion, the 'Playful Winter' campaign depicts a full range of products from the PUMA Autumn Winter 2009 collection, all incorporated into one complete look. The imagery exemplifies PUMA's energy, joyfulness and fun and Eddie and Gaile are the perfect pair to interpret the spirit of the sportlifestyle brand.

The campaign was shot in Korea over the course of six days by Mr. Ryoo Hyun Young, one of the most sought after photographers in the industry. The famous Korean stylist Mr. Chae Han Suk provided the essential styling to create the unique PUMA look. The set was fraught with laughter

and had an atmosphere of creativity, energy and playfulness. The concept of the campaign is to inspire and encourage consumers to go out have fun with your lover, friends whilst forgetting the coldness of winter. With PUMA, the winter becomes invigorating and enjoyable.

“PUMA gives me a lot of latitude. At the shooting site, I was allowed to do many actions that I wanted to try, so the results are amazing,” said Eddie Pang. “This is my first time to work with Gaile, who is beautiful and intelligent, and extremely professional, which impressed me very much.”

“The shooting is very impressive to me because I could laugh, yell, and do the actions as I wanted. All of these enable me to present a natural performance,” said Gaile Lai. “It is also my first time working with Eddie, he is really funny and a very interesting guy.” Gaile used her artistic talent and enjoyed participating in the creative part while shooting. She finally helped drawing the message board for shooting as well.

The ‘Playful Winter’ campaign will be launched on 22nd October, 2009 at PUMA Stores and Partner Stores and will run until the end of the year.

###

Launch date	October, 2009		
Store Location	PUMA Store	Shop 629 – 630, Level 6, Times Square, Causeway Bay	2506 2882
	PUMA Partner Store	35, Fa Yuen Street, Mong Kok, Kln.	2300 1599
Media Enquiry	PUMA	Anthia Hui / anthia.hui@puma.com	2990 9158

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