



PRESS RELEASE

USAIN BOLT MAKES STATEMENT WITH NEW RACE SINGLET IN SHANGHAI

*Bolt to Wear "PUMA Africa Unity" Colors in Support for
World Cup Qualified African Football Teams*

HERZOGENAURACH, GERMANY (May 23, 2010): Usain Bolt, the world's fastest man, will show his support for PUMA's Africa Unity campaign, the African football teams and his football friends headed to the World Cup in South Africa and for the 2010 International Year of Biodiversity (a United Nations Environmental Programme initiative), during his first appearance in the 2010 IAAF Diamond League Series in Shanghai. The Jamaican sprinter's race singlet will bear the same graphics as the Africa Unity Kit -the World's first continental football kit- which many of PUMA sponsored African football teams have been wearing to show solidarity for the continent of Africa. Bolt will wear the specially developed singlet during the 100m race in Shanghai on May 23rd, one day after the International Day of Biodiversity, which generates awareness of habitat and species conservation.

In January, PUMA and UNEP launched the Africa Unity Kit, the world's first continental football kit. Proceeds from the sale of the replica fanwear Unity jerseys will help fund biodiversity programs in Africa. Bolt's brown and blue Shanghai singlet is a direct adaptation of this Africa Unity Kit. The colours represent the African soil and sky---and the brown pantone was custom created by mixing soil samples from four African nations. The Africa Unity Kit has been recognized as the official 3rd kit for PUMA's 13 sponsored African teams, four of which have qualified for World Cup (Cameroon, Algeria, Ghana and Ivory Coast). Whether on the pitch or

on the track, the spirit of Unity is alive and well and what better ambassador than Usain Bolt, who's known to be to be a huge football fan in his own right.

"Football is one of my favourite sports and I'm looking forward to watching the World Cup this summer. Last year, I had a chance to meet Samuel Eto'o (Cameroon) and some of the other African football players," said Usain Bolt. "It's an honour to wear the same colours during the Shanghai meet that PUMA's African football teams have been wearing throughout the year. This is one way that I can cheer them on from afar. Whether we play football or run track, we're all united as part of PUMA family and as proud athletes representing our home countries."

Along with a unique graphic, Bolt's singlet and race shorts contain state-of-the-art technology designed to maximize speed on the track. He will also wear the PUMA Lava Spike shoe in Shanghai, which incorporates the same technology that helped him shatter the 100m and 200m world records in Berlin last year. The PUMA Lava Spike is one of the lightest sprint spikes on the market and provides the power and stability that Usain Bolt requires to run at his world record speed. The new lava flow design represents the Earth's core, complementing the symbolic colouration of the Unity singlet.

The debut of this unique singlet follows on the heels of International Biodiversity Day, which is celebrated on May 22nd. Bolt's May 23rd race is highly anticipated as it marks his first race of the 2010 IAAF Diamond League season.

For more information about PUMA and Usain Bolt, please visit www.puma.com/running. For images, please visit <http://puma.digitalnewsagency.com> or www.image.net.

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Media Contact:

Meg Parker, International PR, PUMA
+617-488-1019
meg.parker@puma.com

Andrew Szwajkowski
t: +44 (0)20 3047 4040 | m: +44(0)7921 979 669
andrew_szwajkowski@jcpr.com

PUMA

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UNEP

The United Nations Environment Programme (UNEP) is the voice for the environment in the UN system. Established in 1972, UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. UNEP is an advocate, educator, catalyst and facilitator promoting the wise use of the planet's natural assets for sustainable development. It works with many partners, UN entities, international organizations, national governments, non-governmental organizations, business, industry, the media and civil society. UNEP's work involves providing support for: environmental assessment and reporting; legal and institutional strengthening and environmental policy development; sustainable use and management of natural resources; integration of economic development and environmental protection; and promoting public participation in environmental management.

International Year of Biodiversity

In a bid to curb the unprecedented loss of the world's species due to human activity - at a rate some experts put at 1,000 times the natural progression - the United Nations is marking 2010 as the International Year of Biodiversity, with a slew of events highlighting the vital role the phenomenon plays in maintaining the life support system on Planet Earth.