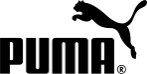
**PRESS RELEASE**

**PUMA’S NEW FOOTBALL PLATFORM ‘PUMA FC’ BRINGS FANS CLOSER TO THEIR HEROES**

*Become a Member of This New Football Community to Access Exclusive Challenges*

**Herzogenaurach, Germany (8th August 2013) –** Ahead of the 2013/14 football season, PUMA launched a new virtual football community, the ‘PUMA Football Club’. On the new platform [www.pumafootballclub.com](http://www.pumafootballclub.com), PUMA invites football fans worldwide to complete fun and unique challenges, win exclusive prizes and get closer than ever before to their favourite football stars.

Featuring PUMA’s star players and proud ‘club members’ Cesc Fàbregas, Sergio Agüero, Marco Reus, Gianluigi Buffon amongst others, the new community engages fans with more access to their footballing heroes. Star challenges presented by the legendary Thierry Henry will encourage fans to propose creative suggestions for players to incorporate on the pitch and in their life. The most innovative ideas will be rewarded with mindblowing money can’t buy prizes.

Fans get to show off their skills and creativity on the pitch and ultimately connect ‘from member to member’ with PUMA players. From signed boots to being re-tweeted by international players, community members regularly get the opportunity to get closer to the game, as well as winning product discounts.

Thierry Henry commented, “As a professional footballer, it is always satisfying to engage with passionate fans, so this new community is a great way to build relationships with fans in a deeper and meaningful way. Rather than just signing autographs, fans and players here actually get to connect more closely and speak one global language, the language of football.”

In addition to the challenges, prizes and player access, the new platform gives football fans the chance to experience the latest PUMA products and be the first to find out about boot and kit introductions.

Find out more about PUMA FC and become a member of this new virtual football community on: [www.pumafootballclub.com](http://www.pumafootballclub.com) and

For regular updates and press information, please go to: <http://news.puma.com/>

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**International Media Contacts:**

Tim Stedman, International PR, PUMA

+49 151 1474 3148

[tim.stedman@puma.com](mailto:tim.stedman@puma.com)

**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 and Mihara Yasuhiro. 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 about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit [http://www.puma.com](http://www.puma.com/)