**PRESS RELEASE**

**PUMA REVEALS LATEST POWERCAT COLOURWAY**

*PUMA’s Most Powerful Boot Introduced Tomorrow Night*

*In New Orange and Purple Design*

**Herzogenaurach, Germany (17th September 2013) –** This week, PUMAintroduces the latest colourway of the PowerCat 1 in orange and purple. The boot will be worn on-pitch by Cesc Fàbregas tomorrow night in FC Barcelona’s first UEFA Champions LeagueTM match against Ajax. Other top players such as Manchester United’s captain Nemanja Vidic will also be wearing the new boot.

The PowerCat 1 FG blends highly developed technology with innovative aesthetics and helps players maximise their kicking power and accuracy on the pitch.

Cesc Fàbregas said, “It has been almost exactly two years now since I signed with PUMA and in that time I have always worn the PowerCat boot. PUMA regularly provides new colourways in the Power range and I like that I am sometimes the first player to wear them on pitch. The new colourway of the boot looks really cool and very different to what I have had in the past, so I am excited to wear it in our first Champions League match of the season.”

Featuring the newest PUMA technology, the PowerCat 1 FG improves ball grip (3D PST DUO Technology) and provides increased power and precision for fast-moving players. The boot delivers a bladed stud configuration for better traction, manoeuvrability and accurate pressure distribution and the external heel counter protects and stabilises the heel.

Finishing touches are the soft, premium K-Leather that enhances fit, comfort and touch and a lightweight microfiber material in the lateral quarter to support of the midfoot, which is essential to keep the weight of the boot to a minimum.

The new PowerCat 1 FGproducts in the orange and purple colourway will be on pitch tomorrow night and available in-store from the 1st of October 2013.

For more information, please visit [www.pumafootballclub.com](http://www.pumafootballclub.com)

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**PUMA**

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