**PRESS RELEASE**

**PUMA INTRODUCES ITS LATEST evoSPEED COLOURWAY**

*The Shark Blue, Peach and Yellow evoSPEED 1.2 Made its Debut on Pitch Last Week*

**Herzogenaurach, Germany (2nd January 2013) –** PUMA’s latest colourway of the evoSPEED 1.2 was seen on pitch during the English Premier LeagueTM matches last week. The new shark blue, fluo peach and fluo yellow boot was worn for the first time by many of the league’s stars, including Samuel Eto’o, Olivier Giroud, Gaël Clichy and Santi Cazorla. With the usual performance characteristics of the PUMA Speed silo, the new boot is extra light and flexible, making it the perfect choice for speed players.

The new evoSPEED 1.2 FG is designed to facilitate enhanced manoeuvrability and enables players to reach top speeds quickly while maintaining stability and comfort. In addition to the above mentioned players, other top international players including Sergio Agüero and Radamel Falcao will also be wearing the new colourway throughout the 2013/14 football season.

Samuel Eto’o commented on the new colourway, “I have been wearing PUMA SPEED boots for many years now and the latest model is a great boot. For me it is especially important that I can rely on my boots and that I move quickly on the pitch, to get the chance to score more goals. The colour is really different to what I have worn in the past, but the boots stick out on the pitch, I like that.”

The evoSPEED 1.2 FG is fitted with the speedCELL™ technology that allows for the boot to have a mono-layer microfiber, which increases flexibility and reduces weight. The EverFit cage within the boot creates a snug midfoot fit. A combination of the Pebax outsole with the bladed and conical studs enhances stability for the heel, as well as absolute freedom during forefoot rotation. The upper features an extremely thin 3D film that allows for superior ball grip, even in wet conditions. Finally, the boot features a prominent PUMA wording on the lateral side, which adds to the striking look of this new boot.

The full collection includes footwear for indoor and outdoor, apparel pieces, goalkeeper gloves and other equipment. The new evoSPEED products in the shark blue, fluo peach and fluo yellow colourway are available in-store from now.

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

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**PUMA**

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