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PUMA® LAUNCHES THE YEAR OF THE HORSE SUEDE AND SUEDE MID PACK THIS 2014 CHINESE NEW YEAR

January 1st, 2014 - To celebrate the arrival of the 2014 Chinese New Year, Sportlifestyle brand PUMA launches the Year of the Horse pack that comprises of not one but two of the brand's most popular and iconic silhouettes – the **PUMA Suede** and **PUMA Suede Mid**.

Inspired by the graceful equine creature, the PUMA Year of the Horse pack is made with a lush suede upper material and coloured in rich sudsan and chocolate brown tones. Both footwear styles bear Traditional Chinese elements and symbols and pay respect to 'Xiangqi,' also known as Chinese chess, a hugely popular past time in Chinese culture. The Chinese symbol for horse, '馬', is embroidered on the tongue and etched on a wooden traditional chess piece that hangs on the shoes' eyelet. The insoles are designed with the pattern of a 'Xiangqi' chess board and both styles come packaged in a special edition shoe box with a Chinese chess board design, regal red accents and horse symbol.

The Year of the Horse pack is a perfect union of East meets West, merging Chinese culture and tradition in classic PUMA form and with key silhouettes, which have changed the sneaker street culture game since 1968.

The 2014 Chinese New Year PUMA Year of the Horse Suede and Suede Mid will be available starting January 1st, 2014 at PUMA retail stores and select sneaker boutiques across Asia-Pacific.

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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>