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# PRESS RELEASE

**PUMA® ANNOUNCES GLOBAL DANCE ICON, AXWELL AS THE NEW LIFESTYLE BRAND AMBASSADOR FOR EUROPE THIS SPRING/SUMMER 2014**

PUMA is proud to announce the partnership with global dance icon and five-time Grammy nominated artist, Axwell, as the Brand’s European Lifestyle ambassador. Axwell will appear in this season’s Spring-Summer 2014 PUMA Retail Lifestyle campaign shot by renowned photographer, Kenneth Cappello.

Since his first dance hit, “I Found You” on Positiva Records in 2007, Axwell Hedfors has been since making waves on the International music scene. In a career that has taken him from the Swedish underground to Madison Square Garden and the UK charts alike, his Midas like touch has seen Axel rise as an idol of modern house music.

Going on to have global success as one third of Swedish House Mafia, Axwell has proven to be one of the most influential members of a thriving global dance culture, founding one of the hottest labels in dance, Axtone Records - balancing his own musical tastes alongside some of the freshest talents on offer.

This year has already seen Axwell announce a string of headline festival shows alongside Global artists like Outkast, Kanye West and The Killers with fellow Swedish House Mafia member, Sebastian Ingrosso as their new project prepares to hit the runway.

As PUMA Lifestyle ambassador Axwell will be prominent at PUMA events and in social media campaigns throughout the year across Europe.

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**PUMA**

PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/).