**PRESS RELEASE**

***DRAFT***

**NEW evoPOWER BOOT LAUNCHED IN YELLOW AND PURPLE COLOURWAY**

*PUMA’s Most Powerful Boot Now Even More Visible on Pitch*

**Herzogenaurach, Germany (14th July 2014) –** evoPOWER, PUMA’s most powerful football boot, was today introduced in a new and even more visible colourway that will be difficult to miss in the upcoming season. The eye-catching yellow and purple boot provides extra power and accuracy when kicking the ball and will be worn on pitch by international football stars including Mario Balotelli, Cesc Fàbregas, Olivier Giroud, Nemanja Matic, and many others from now.

First launched in January, PUMA’s evoPOWER took its inspiration from the freedom of movement of a barefoot when kicking a ball. It is designed to enhance a player’s natural kicking ability, and optimise a player’s power and accuracy when striking the ball. The upper stretches longitudinally and not laterally which combined with a stability frame that features a spine, allows the foot to move more freely in two directions.

With lightweight foam applied underneath the upper material, the boot provides a cleaner kicking surface that helps to increase shot and pass accuracy. To give maximum support to the foot, the boots have a very light outsole and a strategically placed external cage that provide the right amount of both flexibility and stability.

Mario Balotelli commented, “I’ve now been playing in the new evoPOWER boot for a few months already and I am really happy with it. The spine on the sole is so cool, and you can actually feel the difference when kicking the ball with full power. I really like playing football barefoot, so this boot probably gives me the best from both worlds, movement like being barefooted and all the other great features that only football boots have like protection, support and stability.”

The full collection includes footwear for indoor and outdoor, apparel pieces, goalkeeper gloves and other equipment. All new evoPOWER products in the yellow and purple colourway and also the new evoSPEED 1.3 products that feature the same colours are available in-store from now.

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

On [www.news.puma.com](http://www.news.puma.com) all additional press materials can be downloaded.

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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 competitors 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/)