**PRESS RELEASE**

**CESC FABREGAS PRESENTS NEW evoPOWER COLOURWAY**

*Latest Edition of PUMA’s Football Power Weapon on Pitch This Weekend*

**Herzogenaurach, Germany (24th October 2014) –** The latest edition of PUMA’s most powerful football boot, evoPOWER was introduced today. The striking pool green, white and grenadine colourway will be worn on pitch by Cesc Fabregas exclusively this weekend. All other PUMA evoPOWER players including Mario Balotelli, Diego Godìn, Nemanja Matic and Dante will be following Fabregas’ lead the week after and move into the new boots.

PUMA’s evoPOWER boot takes its inspiration from the natural flex movement of a human barefoot when kicking a ball, and allows the player to bend the foot almost naturally. Designed to enhance the true shooting ability through a clean kicking surface and a spine in the outsole that allows the foot to move more freely, it enables the player to shoot with maximum power and accuracy. Optimum support is given through a strategically placed external cage and the lightweight outsole, creating the perfect balance between stability and flexibility.

Cesc Fabregas commented on his new boots, “It is always a great honour to be the first player wearing a new boot, so I am very pleased that PUMA gives me the chance to present their latest work to the world this Sunday. It is an important and big match for us against Manchester United, and I hope the boots support me to perform well. Every point counts already and we want to establish our position at the top of the table as much as possible, especially against a big opponent like United.”

The new pool green, white and grenadine evoPOWER will be available globally in-store from Saturday, 1st November. A full colour matching collection that features apparel products, indoor sports footwear, and accessories like shin pads and balls, launches simultaneously to equip sportsmen and women perfectly with the latest gear.

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/)