



HERZOGENAURACH, GERMANY, 14th JUNE, 2018

PUMA ANNOUNCE LONG-TERM PARTNERSHIP WITH ROMELU LUKAKU

~~LETTER~~

~~FAX~~

~~PRESS RELEASE~~

~~MEMO~~

PUMA confirms that today (Thursday 14th June 2018) Romelu Lukaku, international football sensation, has chosen to sign a long-term partnership with PUMA FOOTBALL.

MEDIA CONTACT

Romelu Lukaku, 25 years old, is one of the world's top strikers and at this young age is already the highest scorer of all time for the Belgian national team.

Lukaku has now decided to partner with PUMA as a strategic move to develop his career "Choosing on an exclusive sportswear brand to work with is an important decision, not just for the boots on the pitch but for my goals and desires off of it. I look forward to hustling with the big cat in the future."

Adam Petrick, PUMA Global Director of Brand and Marketing said, "Romelu is not only a hugely relevant, elite player due to his outstanding goal scoring record. We believe he is also a role model for a new generation of football enthusiasts, and an emerging icon who has his finger on the pulse of fashion and music. We are excited to partner with him on a wide range of projects across the PUMA brand."

Romelu Lukaku will be stepping into the new PUMA ONE football boots during this summer's tournament and beyond.

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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 and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.