



PRESS RELEASE



PUMA AND LEGA SERIE A UNVEIL AN ITALIAN MASTERPIECE WITH THE ORBITA SERIE A 2022/23 MATCH FOOTBALL

Herzogenaurach, Germany – June 23rd, 2022 – Global sports company PUMA and Lega Serie A have today drawn the curtain back on a piece of footballing art with the new 2022/23 Serie A match football. Following the recent announcement in March that PUMA will become the Official technical Partner of Lega Serie A, PUMA has launched the new match ball to kick off the partnership.

With a total audience of more than one billion viewers in nearly 200 countries and over 530 million fans worldwide, Lega Serie A is one of the most watched leagues in the world. PUMA is already active in Italian football through iconic teams such as AC Milan and US Sassuolo and over the years has collaborated with much-loved players including Diego Armando Maradona, Giorgio Chiellini and Gigi Buffon.

As a new era dawns on Lega Serie A, PUMA has unveiled the new ball, new culture campaign for the upcoming season by blending elements of Italian culture with modern and disruptive designs. The PUMA ORBITA Serie A features powerful graphics inspired by the Lega Serie A logo and blends elements of Italian progressive art. An additional detail places the Italian Tricolore around each of the custom graphics.

The pitch is a blank canvas with the ball as the center piece to create pure artistry on the pitch. The new ball is a blend of PUMA black, red, cool grey, sunset red, amazon green with a range of blue color palettes Integrated into the white base to ensure excellent ball visibility.

The PUMA ORBITA Serie A football offers a unique configuration of 12 large star-shaped panels which results in a reduced number of seams. The ORBITA uses state-of-the-art technology to create the optimal sphere that maintains its shape and allows for less water absorption.

“Over the last year and a half, we have developed, tested and modified the new ORBITA to create a ball that will perform at the highest level. The new 12 star-shaped panel configuration results in the optimal sphere to allow for better connection on the ball,” said Thomas Schwarz, PUMA Head of Product Line Management Teamsport Individual. “We are excited to see the new ball in action in one of the top leagues in the world and we hope it will provide beautiful moments on the pitch.”

A POE foam is added to increase touch sensitivity, providing a firmer feel and better bounce consistency. In addition, the 1.2mm textured 3D PU surface improves aerodynamics and makes the ball more resistant to abrasion and wear, resulting in increased durability. The ball also features a rubber bladder and PAL (PUMA Air Lock) valve for optimal air retention and rebound properties.

The ORBITA ball is a FIFA approved match ball, a guarantee of high performance that will be the center piece of masterful football by PUMA players Olivier Giroud, Alessandro Bastoni, Milan Škriniar, Alex Sandro, Emil Audero and Davide Frattesi.

“The launch of a new match ball is always very important at the beginning of a new season as it is the object that most evokes dreams and memories in each of us,” said Luigi De Siervo, CEO of Lega Serie A. “PUMA's ORBITA Serie A match ball features a modern and eye-catching design that will certainly appeal to younger generations. Moreover, the references to the Italian flag and the league logo strengthen the brand identity and its international recognition. The high quality of the materials will guarantee optimal performance to allow the protagonists on the pitch to offer the best possible show.”

The PUMA ORBITA Serie A 2022/23 match football is available from July 1st at PUMA.com and at select retailers worldwide.

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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 more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

LEGA SERIE A

The Italian Professional Football League, known as Lega Serie A, is the top football league in Italy and one of the most famous football leagues in the world. The league, based in Milan, was founded in 1946 as Lega Calcio. In 2010, the league divided into Lega Serie A and Lega B. Lega Serie A organises Serie A, the major football championship in Italy, as well as the national cup and the match between the two winners of these competitions, the Supercoppa Italiana. The top four teams in the Serie A automatically qualify for the group phase of the UEFA Champions League, other two teams qualify for UEFA Europa League and one for UEFA Conference League. Lega Serie A also runs all the Primavera 1 youth football competitions. Lega Serie A has negotiated club TV rights collectively since the 2010/2011 sport season, usually on the basis of a three-year deal.