



## PRESS RELEASE



### PUMA AND MANCHESTER CITY HOST THEIR FIRST EVER METAVERSE KIT LAUNCH ON ROBLOX TO UNVEIL THE NEW 2022/23 THIRD KIT

The new Third kit was unveiled on Roblox in the PUMA and the Land of Games experience on August 3<sup>rd</sup>

**Herzogenaurach, Germany, August 4<sup>th</sup>, 2022** — Global sports company PUMA has launched the 2022/23 Manchester City Third kit in their first ever Metaverse kit launch. The vibrant new kit was unveiled for the first time on Roblox giving players the opportunity to explore and interact with the new kit in the PUMA and the Land of Games experience. The new Third jersey revealed in the experience celebrates Manchester creativity with a Fizzy Light and Parisian Night Color palette featuring bold details inspired by the city's street art.

The special Metaverse event features a Manchester City reskin of the current lobby and stadium in PUMA and the Land of Games and for a limited time only, the experience will feature the Manchester City Home and Third kits. The event will also bring new community-created merchandise, new in-experience, Layered Clothing items and updates to featured activities. As part of the launch, a portal will open between Man

City's Blue Moon experience on Roblox, giving visitors the chance to earn a free item by visiting both experiences.

Additionally, for the first two weeks of the launch, users who compete and win in Football Rush in PUMA and the Land of Games are able to redeem a free digital Manchester City Third kit jersey. All other visitors will have the opportunity to purchase the new digital Manchester City Third kit in the PUMA gear shop on Roblox at <https://www.roblox.com/groups/14466783/Puma#!/store>

To further support the launch, PUMA will be hosting a YouTube tournament in Football Rush that will consist of approximately ten participants split into two. The tournament will take place following the kit launch event with the winners of the tournament receiving \$10,000 USD to be used on Roblox.

"We're thrilled to continue evolving our experience within Roblox with our PUMA and the Land of Games," said Ivan Dashkov, Creative Culture Director at PUMA. "We couldn't think of a better partner than Manchester City and this kit launch to push the limits by doing something different and innovative. As we continue to test and learn in the Web3 space, we are looking forward to leveraging Roblox as a platform to connect with fans of all ages."

"Manchester City has witnessed many kit launches throughout the Club's history – including two of the most successful releases in recent months with the 2022/23 Home and Away kits," commented Serena Gosling, Director of Retail and Licensing, City Football Group. "It is exciting that we're able to work with PUMA to announce the launch of our first kit in the metaverse today. As a club we're continually exploring new ways to innovate, collaborate and use the latest technology in order to challenge ourselves to ensure we engage with all areas of our fan base, particularly our younger audiences who are the next generation of fans."

The Manchester City Third jersey features a hooped design drawing inspiration from the Manchester Worker Bee, a symbol of Mancunian character that found its way from the Manchester coat of arms to the city streets, walls and galleries. For the final touch, the hoops are treated with a special spray paint effect paying tribute to the creativity and artistry synonymous with Manchester.

The new Third kit physical jersey arrives in two iterations. The Authentic jersey features ULTRAWEAVE performance fabric and dryCELL sweat-wicking technology, making the jersey the lightest and most comfortable PUMA has ever made. The Replica version is made with 100% recycled polyester and equipped with dryCELL sweat-wicking technology to keep you dry and comfortable throughout the 90 minutes and beyond – no matter the time, pitch or place. Both jerseys are made with 100% recycled materials, excluding the trims and decorations as a step toward a better future.

Celebrate Manchester creativity with the 2022/23 Manchester City Third kit available from August 4<sup>th</sup> at PUMA stores, PUMA .com, the City store at the Etihad Stadium Store, [mancity.com/shop](https://www.roblox.com/groups/14466783/Puma-!/store), the PUMA store in PUMA and the Land of Games on Roblox at <https://www.roblox.com/groups/14466783/Puma-!/store> and at select retailers worldwide.

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## **PUMA**

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