



USAIN BOLT RENEWS ENDORSEMENT CONTRACT WITH PUMA BEYOND THE 2016 OLYMPIC GAMES

Herzogenaurach, Germany (24 September, 2013) – PUMA announced today it has signed a renewed endorsement contract with the World's Fastest Man, Usain Bolt. Having partnered with the Jamaican World and Olympic Champion since he was sixteen years old, this new deal will see PUMA work with Usain through and beyond the 2016 Olympic Games in Rio.

Now aged 27, Usain Bolt has been training and competing in PUMA since 2003, most recently wearing the evoSPEED performance spike which led him to the finish line at the 2012 Olympic Games in London and the 2013 IAAF World Championships in Moscow, where he won a total of six gold medals. He has been the face of multiple global marketing campaigns orchestrated by the PUMA, and will be the focus of product initiatives and brand marketing communication in 2014 and beyond.

Usain Bolt commented, "PUMA has been with me since the very beginning. They recognised my talent at an early age and have supported me throughout, especially in the early years when I had some difficult times due to injuries. Their work and commitment to Jamaica is also very important to me. I have always been very happy to be a part of the PUMA family, I am proud to represent them and delighted to continue with them for the years ahead."

Bjoern Gulden, CEO for PUMA said, "Usain Bolt has been a partner of PUMA since he was sixteen years old. With our support, he grew from a young athlete with huge potential to a World and Olympic Champion, claiming the title of the World's Fastest Man. We are very proud to extend our sponsorship contract with him because Usain is the perfect ambassador of the PUMA brand. He will play a crucial role in our future product concepts as well as brand communications leading towards the Olympic Games in Rio 2016 and beyond."

In addition to its contract endorsement with Usain Bolt, PUMA has a longstanding commitment to Jamaican Track & Field. Since 2002, PUMA has partnered with the JAAA (Jamaica Athletics Administrative Association) and the JOA (Jamaica Olympic Association). PUMA also helps to foster young talent through sponsorship of high school track and field programs, and works with various grass roots activities in Jamaica.

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PUMA

PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen and Mihara Yasuhiro. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>

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