



PRESS RELEASE

PUMA AND ARSENAL ANNOUNCE LONG-TERM PARTNERSHIP

New Partnership Represents the Biggest Deal in Each Organisation's History

London, UK (27th January 2014) – PUMA and Arsenal Football Club have today announced a long-term partnership. Effective 1st July 2014, PUMA will become the official kit partner of Arsenal. In addition to producing the playing and training kit for all Arsenal teams, PUMA has acquired wide-ranging licensing rights to develop other Arsenal branded merchandise on a global basis. This new commercial partnership represents the biggest deal in PUMA and Arsenal's history.

PUMA and Arsenal will work together to bring further innovation into the sports brand's performance apparel range. Both organisations will work collaboratively on a global strategy to drive mutual growth across all football markets, achieved through PUMA's global sales network, international tours and integrated marketing activities. Arsenal also presents PUMA with its most prominent platform to showcase performance products through its significant global fanbase, profile and reputation.

Having extended and deepened its relationship with the FIGC (Italian Football Federation), signed 2013 UEFA Champions League™ finalists Borussia Dortmund and bolstered its player portfolio with Sergio Agüero, Cesc Fàbregas, Mario Balotelli, Radamel Falcao, Olivier Giroud and Yaya Touré amongst others; PUMA is defining itself as the clear number three football brand.

Bjoern Gulden, Chief Executive Officer for PUMA said: *"Arsenal have been a key strategic target for PUMA for a number of years now. Through a clear commercial vision, a well-defined sports marketing strategy and a relentless enthusiasm within the PUMA organisation, we're proud to have signed this partnership with a truly global football club. As we enter a new era in our company history, Arsenal represents a major commercial and marketing opportunity to reinforce PUMA's credibility as a global sports brand, and we have full confidence the plans in place to activate this partnership will have a significant global impact."*

Ivan Gazidis, Chief Executive Officer at Arsenal Football Club said: *"We are excited to be partnering with PUMA, a company whose football heritage and record of innovation have a strong affinity with our own. This represents another important step forward in Arsenal's progression on and off the pitch."*

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Imagery and further assets can be downloaded from the PUMA Press Centre:

<http://news.puma.com/>

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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, 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>

Arsenal

Arsenal is one of the leading clubs in world football with a strong heritage of success, progressive thinking and financial stability.

Arsenal Football Club was founded in 1886 in Woolwich, south London, before moving to Highbury in north London in 1913. Arsenal has an impressive roll of honour: English League Champions 13 times, FA Cup winners 10 times, League Cup winners twice and European Cup Winners' Cup (1994) and European Fairs Cup (1970) winners once. In addition, Arsenal Ladies are the most successful English club in women's football. Arsenal's Manager since 1996 has been Frenchman Arsène Wenger. Wenger is Arsenal Football Club's most successful manager. His honours include three League titles, four FA Cups and four Charity/Community Shields, including two League and Cup 'doubles' in 1998 and 2002.

For further information please visit: www.Arsenal.com