

**PRESS RELEASE**

PUMA signs multi-year partnership with Egypt Football Association

**Herzogenaurach, Germany, 22 January 2019 -** Sports company PUMA has signed a new multi-year partnership with the Egyptian Football Association, which will see the brand once again team up with Africa’s most successful team.

The deal allows PUMA to continue its proud legacy with teams on the African continent and cement its reputation as a leading supplier to football teams in the region.

“Egypt has an amazing track record and we are very excited to once again supply them with our products”, said Johan Adamsson, Director of Sports Marketing & Sports Licensing at PUMA. “We hope that PUMA and the Pharaohs can continue where they left off, by taking the title in the next Africa Cup of Nations in 2019.”

The partnership between PUMA and Egypt will build on a proud legacy: When the Pharaohs last wore PUMA, they won three consecutive continental titles between 2006 and 2010, an unprecedented feat in the tournament’s history. Overall, Egypt has won seven continental titles, making it the most successful team in African football.

Starting 2019, PUMA will provide all representative national teams, including men’s, women’s and youth teams, with official kits.

“It is great to be back with the big cat in 2019. We share many happy and successful memories together and hope we will hit the ground running in what will be a very important year for Egyptian football,” said Hany Abo Rida, President of the Egyptian Football Association.

**Media Contact:**

Kerstin Neuber - Corporate Communications - PUMA SE - +49 9132 81 2984 – [kerstin.neuber@puma.com](mailto:kerstin.neuber@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 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](http://www.puma.com/)