



---

HERZOGENAURACH, GERMANY, 19<sup>th</sup> FEBRUARY, 2019

## PUMA AND THE TETRIS COMPANY ANNOUNCE PARTNERSHIP THAT IS SURE TO SPARK NOSTALGIA

---

~~LETTER~~  
~~FAX~~  
PRESS RELEASE  
~~MEMO~~

### MEDIA CONTACTS

PUMA  
Teresa Tayzon  
+1 857 3836715  
[Teresa.Tayzon@puma.com](mailto:Teresa.Tayzon@puma.com)

TETRIS COMPANY, INC.  
Andrea Piotraszewski  
+1 206.910.7606  
[andrea@zebrapartners.net](mailto:andrea@zebrapartners.net)

Global sports brand PUMA and The Tetris Company, Inc., today officially announced their partnership. This exciting collaboration will see PUMA's latest RS silhouette, designed with one of the most recognized video game brands of all time as inspiration.

Fittingly, both brands introduced products in the 80s that are now considered cultural icons. Originally designed and programmed by Russian game designer Alexey Pajitnov in 1984, the TETRIS® game rose to fame when it was introduced on the Nintendo Game Boy in 1989. The RS (Running System) sneaker originated in 1986 as a running sneaker with the Running System technology allowing exceptional cushioning and midsole support.

For PUMA, this enriches their ongoing stories of reinvention by partnering with influential and creative brands that push culture forward through innovation in design, style, technology, and more. Embracing the future and honoring the past, PUMA revived the RS silhouette and built it from the ground up. The result is an OG-inspired range with innovatively-designed and remixed silhouette.

For TETRIS, now celebrating its 35<sup>th</sup> anniversary, this partnership enables them to grow the brand's lifestyle product offering with a shoe design that is truly unique for sneaker enthusiasts and collectors. In doing so, it furthers their mission to introduce fun, innovative products that speak to the distinct interests of the brand's ever-growing global fan base.

The PUMA x TETRIS RS iteration releases worldwide on October 2019. Watch this space for more information.

###

### PUMA

---

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 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 Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

## **TETRIS**

---

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. Now celebrating its 35<sup>th</sup> anniversary year, the brand continues to be loved globally by people of all ages and all cultures. Billions of Tetris games are played online every year, and over 500 million Tetris mobile games have been downloaded to date. The Tetris brand's global licensee network includes major video game publishers, including Electronic Arts, Ubisoft and Sega, as well as many partners in electronics, toys, apparel, lifestyle goods, entertainment and more. Tetris Holding, LLC is the owner of Tetris rights worldwide, and The Tetris Company, Inc., is its exclusive licensee. For the latest information about the Tetris brand and Tetris products, please visit [www.tetris.com](http://www.tetris.com).

Become a fan of Tetris on Facebook ([www.facebook.com/Tetris](http://www.facebook.com/Tetris)) and follow Tetris on Twitter ([@Tetris\\_Official](#)) and Instagram ([@Tetris\\_Official](#)).

All copyrights, trademarks, logos and brands are property of their respective owners.