

PRESS RELEASE



PUMA becomes Official Partner of Spanish Football League “LaLiga”



Herzogenaurach, Germany, 15 April 2019 – Sports company PUMA has entered into a long-term agreement with the Spanish football league, LaLiga, to become the league’s Official Technical Partner. Starting from the 2019/20 season, PUMA will produce the official match ball for all games in Spain’s top-flight leagues; LaLiga Santander and La Liga 1|2|3.

With a total audience of 2.7 billion viewers in 183 countries annually and more than 80 million followers on social media, LaLiga is one of the world’s leading sport leagues. This sponsorship will significantly expand PUMA’s on pitch visibility and strengthen its position as a leading global football brand.

Both companies share a long history but also a young spirit and a vision for growth that will be boosted by this alliance.

PUMA is adding LaLiga to a strong roster of PUMA football players, including some of the best players in LaLiga: Luis Suárez, Antoine Griezmann, Jan Oblak, Samuel Umtiti, Santi Cazorla, Marc Bartra, and Giovanni Lo Celso. The start of the 2019/20 La Liga season will also see the addition of two new clubs: Girona FC and Valencia CF.

PUMA’s values of being brave, confident, determined and joyful, fit perfectly with those of LaLiga: Teamwork, Overcoming, Equality, Respect and Tolerance, Fair Play and Authenticity. The two companies share an international vision, passion for having the best product and transforming society through the universal values of sport.

“We are extremely proud to have partnered with one of, if not, the best football league in the world,” said Johan Adamsson, PUMA’s Director of Sports Marketing. “The ball is the most essential element in football, this sponsorship is the epitome of performance. La Liga has some of the world’s best teams and players and this is another step in our efforts to achieve ‘No Football without PUMA and it ensures an even stronger global reach for our brand.’”

Juan Carlos Díaz, LaLiga's Marketing and Commercial Director added: "it is an honor for an historical sports brand like PUMA, that dresses great teams, important sportsmen and recognized artists, to want to associate with LaLiga, the best football national league in the World, and contribute all its technical quality to our ball, which is such an important element of our competition. We are convinced that this agreement will be very fruitful for both companies and will allow us to continue facing our future challenges.

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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 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. For more information, please visit <http://www.puma.com>

LaLiga

Founded in 1984, LaLiga (Liga de Fútbol Profesional) is a sports association comprising the 41 teams that make up the first and second divisions of professional football in Spain. LaLiga, based in Madrid, is responsible for the LaLiga Santander and LaLiga 123 leagues and the television production, which in the 2017/2018 season reached more than 2.7 billion people globally. The association also has an active foundation and is the world's first professional football league with a league for intellectually challenged footballers: LaLiga Genuine Santander.