

PRESS RELEASE

PUMA and PLAYSEAT revolutionize seating to make gaming active

Herzogenaurach, Germany, August 2019 - Sports company PUMA and gaming gear company PLAYSEAT have developed revolutionary seating for active gamers, building on PLAYSEAT's innovation and PUMA's extensive ergonomic and material research to turn gaming into an active experience.

The PLAYSEAT | PUMA game seat, which was presented at Europe's leading digital gaming trade fair Gamescom in Cologne, will allow gamers to maintain an active, correct sitting position with total freedom of movement and complete control.

"We have to start seeing gamers as athletes, with requirements particular to their sport," said Charles Johnson, Global Director of Innovation at PUMA. "As a sports company, we want to offer these athletes the products they need to perform at the very top."

Using high-tech, breathable materials developed by PUMA, the game seat adapts to players' positions as they get immersed in the on-screen action, while remaining comfortable even after many hours of play. It does not matter whether you are a top-level esports athlete, a console gamer, a mobile gamer or just watching your favorite show. With ultimate control at the core of its development, the game seat ensures that players and users of all levels, ages, shapes and sizes can find their ideal sitting position.

“Gaming is greater with full sitting control,” said Fernando Smit, President and Founder of PLAYSEAT. “That’s why we felt the need to change sitting of gamers from the traditional couch or even on the floor in front of their screens, so we created something truly unique.”

The PLAYSEAT | PUMA game seat will be available in November 2019 and a community will be created for those who want to be among the first to try out this revolutionary seat. Find out more on the product and details on how to sign up at: playseat.com/PUMA.

Media Contact:

Robert-Jan Bartunek - Corporate Communications - PUMA SE - +49 9132 81 3134 – rob-ert.bartunek@puma.com

PLAYSEAT®

Tako Dijkman – CEO Playseat® – +31 625460327 – press@playseat.com

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 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 stichd. 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>

Playseat®

Playseat® is the global leading gaming gear innovator for racing and flying simulation cockpits and game seats. Playseat® produces the official racing simulators and game seats for the Playstation, Xbox and PC, FIA, Formula 1, Nascar, WRC, WEC, Formula E, Red Bull Racing, Mercedes Petronas AMG and many more. Its products are compatible with all platforms and almost all wheels and peripherals. For more information visit: www.playseat.com