

PRESS RELEASE



BE THE SPARK - PUMA UNLEASH THE SPARK PACK

Herzogenaurach, Germany – January 16, 2020 - Sports company PUMA unveil the electrifying SPARK PACK. Featuring the PUMA FUTURE 5.1 in striking Ultra Yellow – PUMA Black and the PUMA ONE 20.1 in the Ultra Yellow – PUMA Black – Orange Alert colorway.

The SPARK PACK is for the players who SPARK their team – the game changers. Players who show unique technique or dynamic and incisive movement igniting creativity on the pitch. They are the new legends that energize the fans and strike fear into the hearts of their opponents.

When asked about the SPARK PACK, Pep Guardiola said: “It all starts with a SPARK, that is how players become champions. They are the players that can change a game in an instant, they are the players who are redefining the game. The PUMA SPARK PACK is for the players who want to BE THE SPARK”.

The PUMA FUTURE 5.1 is inspired by the game’s most dynamic players. Incorporating adaptable NETFIT support into a fully knitted upper, the FUTURE reacts with the movement of

the foot, enhancing both fit and stability, placing agility at the centre of its design. The PUMA FUTURE 5.1 SPARK colorway will be worn by Antoine Griezmann, Luis Suárez, Dzsener Marozsán and Marco Reus.

Crafted for precise touch, deadly accuracy and instinctual finishing, the PUMA ONE 20.1 combines the lightweight stabilizing properties of SPRINTWEB with premium K-Leather to create the complete balance of speed, touch and support. The PUMA ONE 20.1 SPARK colorway will be worn by Sergio Agüero, Nikita Parris, Axel Witsel and Eugénie Le Sommer.

Are you ready to BE THE SPARK? The SPARK PACK will be available on PUMA.com, at PUMA stores and at leading football retailers on January 16, 2020.

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PR IMAGES:

<https://fastcat.puma.com/transfer/a753b450533efeadd73fb78fb05f2ab11f7c6761ac91b65f3936d8bc7e8ec88>

CONCEPT VIDEO:

<https://www.youtube.com/watch?v=nPPVzhEX324&feature=youtu.be>

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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 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 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>