

PRESS RELEASE



PUMA PREPARES TO LIGHT UP THE PITCH WITH THE RISE PACK

Herzogenaurach, Germany – June 4, 2020 - Sports company PUMA presents the Rise Pack, featuring the PUMA FUTURE 5.1 and PUMA ONE 20.1 in a dazzling new colorway that will light up pitches all over the world.

As the return of football draws nearer and the excitement surrounding the restart of the season intensifies, players will reignite the hopes of the football world as they rise up toward glory, overcome new challenges, and chase their dreams. The time has come to RISE UP.

The Rise Pack is a dynamic combination of NRGY Peach and Fizzy Yellow to celebrate players brilliance as they spark and illuminate the pitch and features a chrome outsole to highlight the players pursuit of silverware and greatness in the final games of the season.

“We at PUMA are very excited for the return of football and to see the Rise Pack light up the pitch. Players will rise up and unite for the love of the game and shine on the pitch as they entertain and thrill fans watching from home. We look forward to an enthralling and captivating summer of football,” said Matthias Mecking, General Manager of PUMA Teamsport.

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 center of design.

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 Rise Pack is available starting June 4 on PUMA.com and at select retailers worldwide.

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ISD: June 4, 2020

PR Images: <https://fastcat.puma.com/transfer/184bc77280f9fa2774a99f223640734bd58e6b5333153548efdd9b4f3312e117>

Video

Griezmann: <https://fastcat.puma.com/transfer/5be8f19ea869f6f506ca36485b34e68b178fa674fcf6e506dec0155f9bafcf3>

Tracking: https://puma.sharepoint.com/sites/502112/_layouts/15/Doc.aspx?OR=teams&action=edit&sourcedoc={606CFBE3-2A7F-462E-A8C2-8253B0379873}

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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 more than 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>