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## **PRESS RELEASE**



## **PUMA RELEASES NEW JACK GREALISH VIDEO IN CELEBRATION OF THE FUTURE 8 LAUNCH EDITION**

**Herzogenaurach, Germany, December 23<sup>rd</sup>, 2024** —Global sports brand PUMA has today launched a brand-new video in celebration of the FUTURE 8 Launch Edition football boot. The new video features Manchester City star Jack Grealish and Angry Ginge as they test various prototypes, showcasing the three key technologies of the new FUTURE, before unveiling the Pièce de Résistance – the FUTURE 8 Launch Edition.

The next-generation FUTURE 8 features brand new innovative upgrades to give players the tools to unleash their creativity. The new FUTURE features a white base color with a unique blend of lime and green to identify key tech areas of the boot for grip, control and traction.

The FUTURE 8 features the brand new FUZIONFIT<sup>3</sup> upper, offering a snug, cushioned fit without limiting explosive movements. The upper features an elastic LYCRA® layer, 3D Fuzionpods and

PWRTAPE for an adaptive fit that moves with you like a second skin, so you can create without constraints.

When you want to showcase your skills with the ball, a high-density mesh layer with GripControl Pro gives you all the ball grip and control you need to create chances or finish them off.

The innovative FLEXGILITY outsole provides 360-degree agility so you can move between the lines and create without limits. The circular stud layout and dual-density composition allows you to perform explosive movements at top speed.

Welcome to the FUTURE.

The FUTURE 8 Launch Edition is available now in PUMA stores, PUMA.com, and at specialist retailers worldwide.

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**PUMA**

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PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.