



Press Release



PUMA HOSTED SPECIAL EVENTS AT THE PUMA NYC FLAGSHIP STORE WITH SERGIO AGÜERO & USAIN BOLT TO CELEBRATE THE PREMIER LEAGUE SUMMER SERIES

Herzogenaurach, Germany, 28th July, 2025 — Global sports company PUMA has hosted a number of special events at the PUMA flagship store in New York City to celebrate the Premier League Summer Series being held in the United States taking place between July 26th and August 3rd. This will feature six exciting games in three venues (New Jersey/New York, Chicago and Atlanta) and will also feature community coaching programs in all three cities to support the development and accessibility of football in local communities.

To celebrate the Premier League Summer Series, PUMA hosted a number of activations at the PUMA flagship store in New York City featuring appearances from Premier Legend Sergio Agüero and Track Legend Usain Bolt. The two PUMA legends battled it out on an EA FC 25 gaming challenge using the new Premier League ball, they also judged a freestyler competition featuring some of the most talented freestylers in America.

The competition began on July 23rd where 16 freestylers competed to make the grand final at the PUMA store where Sergio and Usain judged and awarded the grand prize to the best girl, boy, female and male freestyler with the opportunity to perform in front of fantastic crowd of Premier League fans at MetLife Stadium!

Additional activations included a chance to get a picture with the Premier League trophy, a PUMA Panna Cage open to the public with professional Panna players on hand to jump in and show their skills, the PUMA x ADOBE ball customization zone where guests had the opportunity to get creative and design their own version of the PL Ball with Adobe's program - Firefly. Guests also had the chance to print their design on a T-shirt.

The final activation was the Rezzil VR PL Player program - a virtual reality experience that simulates football scenarios. In the Shot Stopper mode of Rezzil Premier League Player, users took on the role of a goalkeeper in a fast-paced VR environment. Wearing a headset and using hand controllers, players reacted to a series of incoming shots from various angles and speeds, attempting to block or catch them using quick reflexes and precise hand movements.

The PUMA Orbita Ultimate PL match ball made its on pitch debut in the Premier League Summer Series on July 26th and will make its Premier League during the first match round of the Premier League on the 16th August.

The official Premier League match ball is available now at PUMA.com, in PUMA stores and select retailers worldwide.

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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 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.