



**PUMA and *FINAL FANTASY XIV Online* announce a new collection
to celebrate the beloved game's 10th anniversary together**

Herzogenaurach, Germany, March 8th, 2023 – Sports company PUMA and SQUARE ENIX®, developer of the critically acclaimed massively multiplayer online role-playing game (“MMORPG”) *FINAL FANTASY® XIV Online* have teamed up to create a special collection that celebrates *FINAL FANTASY XIV Online*'s 10th anniversary and embodies the beloved game's theme of the duality between light and dark.

The new aesthetic collection, designed by PUMA for *FINAL FANTASY XIV Online*, consists of footwear, apparel, and accessories, which combine iconic PUMA DNA, contrasting color palettes, and iconic graphics and characters from the visually immersive game. PUMA together with *FINAL FANTASY XIV Online* believes that *FINAL FANTASY XIV Online* fans would appreciate the comfort shape, authentic style, and engaging elements. The full line of products can be seen at puma.com.

PUMA continues to support gaming as an important part of the culture around consumers after a series of collaborations with prominent gaming companies such as Nintendo and Roblox. The brand's new collection showcases PUMA's commitment to innovation and style, offering products that celebrate the cultural impact of *FINAL FANTASY XIV Online* across generations.

In anticipation of the collaboration's release, a new CG teaser was revealed today, showcasing elements of the coming collection. View the teaser video, which features the *FINAL FANTASY XIV Online* brand breaking into the PUMA world, at: <https://youtu.be/L8qNTl8B2oo>.

The collection will be available from 15th of March 2023 in store and online at puma.com in select markets, and from 25th of March 2023 in North America.

Media Contact:

PUMA

Gudrun Cämmerer
Teamhead Global PR
gudrun.caemmerer@puma.com
Phone +49 173 2199376

FINAL FANTASY XIV Online

Stephanie Chang
Senior PR Manager
schang@us.square-enix.com
Phone +1 310-846-0400

PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 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 18,300 people worldwide, and is headquartered in Herzogenaurach/Germany.

FINAL FANTASY XIV ONLINE

With more than 27 million total registered players, there has never been a better time for newcomers to begin their adventures in the critically acclaimed FINAL FANTASY XIV Online saga. The expanded Free Trial now includes all content from *A Realm Reborn™* and the *Heavensward™* expansion (and updates through Patch 3.56), as well as an additional playable race (Au Ra), and three additional playable jobs (Dark Knight, Astrologian, and Machinist). Free Trial players can enjoy hundreds of hours of award-winning gameplay and story experiences equivalent to two full FINAL FANTASY titles, without limit on playtime. More information can be found at: <http://sqex.to/FFXIVFreeTrial>

For more information on FINAL FANTASY XIV Online, visit the official site at: <https://www.finalfantasyxiv.com>