



PRODUCT BRIEF

PUMA HOOPS REVEALS THE MB.03 x DEXTER'S LABORATORY



Somerville, Massachusetts – December 4th, 2023- PUMA is revealing its newest addition to LaMelo Ball's signature PUMA Hoops MB.03 franchise, the MB.03 x DEXTER'S LABORATORY.

Relive those Saturday morning vibes with this innovative basketball sneaker. This latest MB.03 drop takes 90s nostalgia to another level in this collab with Warner Bros Discovery Global Consumer Products' Cartoon Network classic *Dexter's Laboratory*. The MB.03 x Dexter's Laboratory features extreme bold graphics and textured dayglo details inspired by everyone's favorite boy genius.

The bold MB.03 Dexter's Lab silhouette is packed with PUMA tech like NITROFOAM™ for added power on the court, in the lab, or wherever your game may take you. Additional performance tech points throughout the

loud silhouette include a full coverage engineered nonslip rubber compound for enhanced durability and traction and upper construction made with breathable monomesh for an ultra-supportive lightweight fit.

Alongside the MB.03 DEXTERS LABRATORY sneaker, PUMA will be releasing an eleven-piece apparel collection alongside the shoe release which includes 90s nostalgia inspired dime jacket & pant, hoodie, shorts, and graphic tee variations. The collection will be available for purchase on December 22nd, and available at PUMA.com and the PUMA App and retails for \$40-125. For more information, please visit PUMA.com.

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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 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.

Warner Bros. Discovery Global Consumer Products

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery Global Brands, Franchises, and Experiences, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

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