

MEDIA ALERT



PUMA INTRODUCES ADITI SHAH AS THE NEWEST TRAIN PUMA AMBASSADOR

Somerville, Massachusetts, March 17, 2021 – Global sports company PUMA, today announced Peloton Instructor Aditi Shah, as the newest TRAIN PUMA global ambassador. Shah will support the brand in various ways including TRAIN PUMA campaigns, product launches and brand initiatives.

Known for her mindfulness as a yoga and meditation instructor, Shah will be featured as the global ambassador for PUMA's Studio collection designed with style and comfort in mind, featuring premium fabrics for yoga practice.

"I am honored to be joining the PUMA family," said Shah. "I love that the brand is at the intersection of movement, music, lifestyle and fashion and that these values are threaded through the brand products, language and representation."

Shah will also be featured in PUMA's women's platform "She Moves Us," which celebrates women who continue to move sports forward. With the goal of inspiring young women and girls globally, PUMA has invited their female ambassadors to speak about what inspires them, the challenges they have faced in their respective industries and what they have learned along the way. Through her partnership with PUMA, Shah will share her experiences as a South Asian female in the fitness and wellness industry. To learn more about "She Moves Us", click [here](#).

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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/>