



PRESS RELEASE



PUMA LAUNCHES THE BRILLIANCE PACK FEATURING WOMEN SPECIFIC FITS FOR THE FUTURE, ULTRA, AND KING

To celebrate the launch, PUMA hosted special football activations with female PUMA athletes.

Herzogenaurach, Germany – March 21st, 2023 – Global sports company PUMA has today launched the Brilliance Pack, featuring women specific fits for the FUTURE, ULTRA and KING in fresh new colorways. A brilliant fit for brilliant ballers - PUMA is celebrating the brilliance of the women's game whilst looking ahead to the next generation of young female players.

To mark the launch of the Brilliance Pack PUMA is bringing together professional players and grassroots programs, to inspire young girls to play football. Two key activations have already been held in Germany and France with many more to come.

- Together with VfL Wolfsburg and German international Lena Lattwein, PUMA collaborated with Golden Goal on March 13th to host a special football day for over 200 children. Golden Goal is a grassroots organization in Germany who support girls from migration backgrounds to help them integrate into Germany, through football. With that purpose PUMA, Lena Lattwein and Golden Goal created a unique football experience for the girls to inspire them and give them a platform to play the beautiful game.

- PUMA partnered with PSG and French international Laurina Fazer on March 15th to surprise Laurina's first football club with a special training session in Paris. Laurina talked to the girls about her journey, tips for becoming a football player and helped take them through various football specific drills with the hope of inspiring a new generation of female football players.

PUMA also hosted activations with Sherida Spitse (Netherlands and Ajax) in Amsterdam, Maya Le Tissier (Manchester United) in Manchester and at the end of March Madelen Janogy (Hammerby IF and Sweden), Jonna Andersson (Hammerby IF and Sweden), Adelina Engman (Hammerby IF and Finland) and Maika Hamano (Hammerby IF and Japan) will be hosting an event Stockholm.

The aim of the activations is to get girls playing football and bring them together with female role models who inspire them. The Brilliance Pack also provides female players with the right fit and technology to support they're on pitch needs to perform at their best.

"PUMA first introduced a women's specific fit over two years ago and we have continued to refine and roll out this offering across all of our silos", said *Stephanie Vieira, Product Line Manager Teamsport Footwear, PUMA*. "We feel it is important to support our female athletes with the best equipment with a fit that is tailored to the anatomical shape of a women's foot."

The FUTURE women's combines the latest FUTURE technology with measurements engineered specifically for a women's foot - such as volume and instep height, resulting in a comfortable fit that will drive opponents crazy just like Julia Grosso throughout the 90 minutes, match after match.

The FUTURE features an adaptive FUZIONFIT360 upper that combines a dual mesh, stretchy knit with the eye catching, PUMA exclusive PWRTAPE to lock down the foot for the ultimate fit. The FUTURE also integrates a dual-density Dynamic Motion System outsole to enhance stability, agility and traction.

The ULTRA women's was the first PUMA silo to offer the women's specific fit and has continued to evolve by putting women first, specifically curated to match the anatomical shape of a woman's foot combined with state-of-the-art ULTRA technology. Designed with minimal weight in mind for maximum speed and a high-performance, the ultra-lightweight ULTRAWEAVE upper allows players to channel their inner Fridolina Rolfö when flying down the wings, with an edge that can be the difference between winning or losing.

With the return to the pitch of the KING of football boots, PUMA has introduced a women specific KING. Built to be the King of Control, the non-animal-based K-BETTER™ upper material takes the signature KING touch, comfort and durability to the next-level, whilst maximum maneuverability is achieved through a lightweight outsole with external heel counter, integrated stability spine and conical studs - to be worn by midfield maestro Ingrid Engen.

“Women’s football has always been a priority for PUMA and the Brilliance Pack continues this commitment”, said *Dominique Gathier, Senior Head of Product Line Management Teamsport Footwear, PUMA*. “It is important for us to support the women’s game and hosting global activations with our PUMA talent is a great way to help support girls that want to play football.”

As a step toward a better future, all three boot uppers are made with at least 20% recycled materials.

Celebrate the Brilliance of women's football with The Brilliance Pack, available from March 21st at PUMA.com, PUMA stores and select retailers worldwide.

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PUMA

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