



## PRODUCT BRIEF

April 14, 2022



### PUMA HOOPS RELEASES ITS LATEST MB.01 STYLE: GALAXY

**SOMERVILLE, MASS. – April 14, 2022** – PUMA is releasing its newest addition to LaMelo Ball's signature PUMA Hoops lineup, the MB.01 Galaxy.

MB.01 Galaxy, solidifies the fact that LaMelo is "Not From Here." Adorn with a galactic graphics, the MB.01 Galaxy features fluorescent pops of color that collide with bold co-branding like the 1 of 1 logo on the tongue and M.E.L.O along the back. The MB.01 is light-years ahead with PUMA Hoops technology, including NITRO foam in the midsole for superior responsiveness and comfort while remaining lightweight - perfect for high-energy, explosive playstyles. The silhouette also includes a specially engineered knit upper made with breathable monomesh for a supportive but ultra-lightweight feel and full coverage engineered traction with non-slip rubber for enhanced durability and traction.

In addition to the MB.01 Galaxy, PUMA will also be releasing cosmic-inspired RS-X and PUMA Suede sneakers, and apparel including a hoodie, tee, shorts and more. The collection will be available on April 29 at PUMA.com, at the PUMA NYC Flagship store and at Foot Locker, Foot Locker Canada, Kids Foot Locker and Champs Sports.

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## PUMA

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>