



PRODUCT BRIEF



LIGHTS OUT GAME ON. PUMA ILLUMINATES THE PITCH WITH THE GLOW IN THE DARK PACK

Herzogenaurach, Germany – May 27th, 2022 – Global sports company PUMA has today launched the eye-catching new special edition Glow in the Dark Pack featuring premium technical versions of the FUTURE 1.3 and the ULTRA SL – both featuring glow-in-the-dark yarns to make you stand out and light up the pitch.

The Glow in the Dark pack has gone all out on innovative technology and lightweight materials to supercharge PUMA's signature silos by introducing a super-light-er ULTRA SL and the completely laceless FUTURE 1.3.

The FUTURE 1.3 features an advanced FUZIONFIT+ compression band, delivering a new knit pattern for enhanced compression to create the ultimate laceless experience. The new upgrade provides the perfect fit and mid-foot lockdown with optimal breathability. All-new Advanced Creator Zones have been engineered to enhance ball grip and provide softness in the forefoot, which is key for optimal control and touch when dribbling, passing and finishing. The upper combines with a cutting-edge Dynamic Motion System outsole for advanced traction to enable unpredictable changes in pace and direction to drive the opposition crazy.

The ULTRA SL Glow in the Dark edition speed boot has been constructed to unleash your straight-line speed so you can See Them Later. Crafted for ultimate speed using extreme

lightweight materials, the ULTRA SL features an ultra-thin woven upper with super-lightweight yarns for optimal lightweight support. The upper is combined with an ultra-lightweight PEBA outsole for lightning-fast acceleration and features a special GripControl Pro skin that provides an enhanced texture for decisive command over the ball.

The Glow in the Dark Pack includes the FUTURE 1.3 in a Limoges, PUMA White and Mykonos Blue colorway and the ULTRA SL in an Arctic Ice, PUMA White, Mykonos Blue and Yellow Alert colorway, available from May 27th at PUMA.com and at leading football retailers worldwide.

###

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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