



PRESS RELEASE

PUMA SIGNS MARIO BALOTELLI

Sports Brand Announces Long Term Partnership with Italian Star Striker

Herzogenaurach, Germany, 23 December 2013 – Sports brand PUMA is proud to announce a new long-term partnership with the International Icon Mario Balotelli. The Italy Striker becomes the latest sporting sensation to join PUMA’s family of star players and athletes that includes Usain Bolt, Sergio Agüero, Cesc Fàbregas, Marco Reus, Radamel Falcao and Rickie Fowler.

Never out of the news for long, Balotelli wore PUMA boots on pitch for the first time last week in AC Milan’s game against Roma and again in the Milan Derby last night. The PUMA evoPOWER Stampa FG were covered in the news headlines that have defined his career to date.

Mario Balotelli is a key signing for PUMA and will become a key asset in PUMA’s brand and football communication over the coming years. PUMA’s long-standing partnership with the Italian Football Association (FIGC) is another strategic focus in which the Italian Centre Forward will play a significant role.

Speaking about the new partnership with PUMA, Mario Balotelli said: “This is a great move for me. From the early conversations I had with PUMA it was clear that they understand me, my personality and my ambition. The product and marketing plans they have developed are very exciting and I will be proud to be associated with everything I have seen. PUMA’s support for the Italian National team was another instrumental reason for me signing this contract and I am sure that the coming years will bring many good things for us all.”

Björn Gulden, CEO of PUMA, commented: “Mario Balotelli is a world class football player who will become a key ambassador for PUMA as his passion, speed, agility and power make him a

perfect fit for our brand. With the FIFA World Cup in Brazil ahead of us, 2014 will be an important year for PUMA. Having Mario to complement an already strong sports-marketing portfolio, he will support our new brand mission 'Forever Faster' which will have a significant impact for the PUMA brand."

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Imagery and further assets can be downloaded from the PUMA Press Centre: <http://news.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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>