



## PRESS RELEASE

### PUMA EXTENDS PARTNERSHIP WITH GHANA FOOTBALL ASSOCIATION

**Herzogenaurach, Germany (14<sup>th</sup> January 2015)** – PUMA today announced an extension of its partnership with the Ghana Football Association (GFA). Effective immediately, the new contract sees PUMA continue as the technical supplier and official partner to the GFA for a further long term, during which PUMA will continue to supply playing kits, training apparel and equipment to all associated Ghana National Football Teams. PUMA's production and distribution of official replica kits and fan merchandise for the GFA on a global level will also be ongoing.

The Global Sports brand has a rich heritage in African Football and has been actively engaged in the continent since 1998. PUMA has also enjoyed a long and successful relationship with Ghana, partnering with the GFA since 2005.

Christian Voigt, PUMA's Senior Head of Sports Marketing comments: *"We are very happy to extend our partnership with the Ghana Football Association. African Football is important to PUMA, and the ten years of partnership we have enjoyed with the GFA have seen some great moments – none more so than the Black Stars being a kick away from becoming the first African team to reach a World Cup semi-final, four years ago. The appetite and passion for football in Ghana is infectious, and this wonderful spirit has endeared the national team to the World. We are proud to be associated with them and to continue this relationship."*

Kwesi Nyantakyi, President of the Ghana Football Federation said: *"Over the past decade, PUMA has excelled in its commitment and support for the Ghana Football Association, and we are very happy this partnership will continue. PUMA understands African Football and the nature of its teams and they have delivered everything we have asked of them in helping prepare all of the Ghana senior and youth teams to go forward and be successful. Signing this new contract with PUMA gives us great confidence for the years ahead, kicking off with the 2015 Africa Cup of Nations next week."*

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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 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>