



PRESS RELEASE

PUMA'S NEW TRAINING SHOE WAS BORN TO PROVOKE

Boston, Massachusetts; June 25th, 2020 — Global sports brand PUMA has just released **Provoke XT**, its latest women's training silhouette, designed to challenge the standards of conventional athletic design. This dynamic shoe was constructed for optimum performance on the inside, while the outside offers a provocative style.

Provoke XT is PUMA's all new training shoe, created for women who aren't afraid to take risks. It features an aggressive geometric midsole, bold tongue construction, a TPU jewel piece in the midfoot and heel for stylish support, and an all-around secure fit.

The key benefits of this instant head-turner are:

- **Stability:** TPU midfoot piece adds control during gym workouts.
- **Comfort:** PROFOAM midsole provides instant, lightweight cushioning.
- **Grip:** zoned outsole offers maximum traction and durability during training movements.

Shop **Provoke XT** starting June 25th on PUMA.com, PUMA Stores, and selected retailers worldwide.

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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 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>