

PRESS RELEASE



PUMA DEBUTS J. COLE'S FIRST SIGNATURE BASKETBALL SNEAKER – THE RS-DREAMER

RS-Dreamer inspired by J.Cole's audacious dreams

Boston, Massachusetts – July 27, 2020 — Global sports company PUMA has announced the launch of J. Cole's first signature basketball sneaker, the RS-Dreamer. The shoe sports a DREAMER logo, about which Cole explains, "When said out loud, all the best dreams sound crazy. Dreamer was created with the belief that, still, we must follow ours, no matter how unachievable they may seem to others." Cole was intimately involved in the new franchise -- from inspiration to design.

Earlier this year, PUMA and Cole announced their official partnership with a TV spot that aired during All Star Weekend. The theme of that spot, which inspired Cole's new signature product line, is about never abandoning one's dream, despite the obstacles faced or time passed. The RS-Dreamer will be worn on the court by PUMA Hoops athletes and has already been spotted on several NBA and WNBA athletes as they ramp up for their respective returns to play this summer.

This first signature basketball sneaker is intended to be worn both on and off the court – equipped with the latest technology while having a fashion-forward and disruptive design.

"Over the years, basketball shoes have progressed greatly in their level of technology and comfort but have strayed too far away from designs stylish enough for cultural relevancy," Cole explains. "The Dreamer hopes to change that reality. The highest level of on-court performance meets the highest level of aesthetic design for daily wear. Once again, you can hoop in the same shoes you wore outside."

The RS-Dreamer is a new silhouette that leverages the brand's running system "RS foam" and innovative RS technology for superior on-court mobility. Other RS-Dreamer benefits include enhanced durability and traction, a disruptive cord lacing system and PUMA's signature ProFoam in the midsole for rebound and energy return.

Retailing for \$125, the RS-Dreamer will be available exclusively in store and online at the Foot Locker Inc. Family of Brands (including Foot Locker, Kids Foot Locker, Champs, Footaction and Eastbay), PUMA.com, and PUMA stores starting Friday, July 31. A limited PUMA apparel

collection to compliment the sneaker will also be available for purchase. Additional iterations of the RS-Dreamer are slated to release throughout 2020.

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