



PRESS RELEASE

PUMA TEAMS UP WITH THE ICONIC FELIX THE CAT



Herzogenaurach, November 6, 2024 – PUMA is teaming up with Universal Products & Experiences for a collection inspired by one of the most recognizable cartoon characters, *Felix the Cat*.

For generations, the beloved personality of *Felix the Cat* has been a mainstay in the world of animation. Now Felix's cartoon world comes to life through a limited-edition sneaker, in the form of a special PUMA Suede collaboration.

Complete with fun, feline features, the PUMA x *Felix the Cat* Suede comes with textured faux-fur fabric on the upper, while Felix mischievously peeks out from the shoes' co-branded tongue label, also appearing on the shoe's heel. Additional PUMA x *Felix the Cat* accents can be found on the sole insert, as well as subtle detailing on the shoe's eyelets. Rounding out the collaborative Suede, an extra set of fluffy laces completes the Felix theme, in addition to special packaging like a branded shoebox and graphic tissue paper.

The PUMA x *Felix the Cat* Suede is available starting November 9, 2024, from PUMA.com, PUMA flagship stores, and selected PUMA stockists.

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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 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

About FELIX THE CAT

Felix the Cat, with his timeless appeal, is beloved by generations of fans worldwide. Entertaining and delighting audiences of all ages, Felix the Cat has inspired his own comic strip, several cartoon series and appeared in over 100 movies, solidifying his status as a true global icon. Today, Felix continues to be celebrated through fashion and lifestyle collaborations from the runway to the street to major retail brands and beyond.

About UNIVERSAL PRODUCTS & EXPERIENCES

Universal Products & Experiences (UP&E) globally drives the expansion and elevation of NBCUniversal's iconic collection of brands, intellectual properties, characters, and stories based on the company's extensive portfolio of properties created by Universal Pictures, Illumination, DreamWorks Animation and NBCUniversal Television and Streaming. The division executes this through innovative physical and digital products, as well as engaging retail and product experiences across our expansive global theme park destinations (for both owned and third-party IP), location-based venues, e-commerce product platforms, and retailers around the world. Along with global brand strategy and creative, UP&E's lines of business include Consumer Products and Games, along with Theme Parks Products & Retail. UP&E is a division of Universal Destinations & Experiences, part of NBCUniversal, a subsidiary of Comcast Corporation. More information is available at universalproductsexperiences.com.