



PRESS RELEASE

COWABUNGA! PUMA TEAMS UP WITH TEENAGE MUTANT NINJA TURTLES



Herzogenaurach, February 11th, 2025 – PUMA enlists the help of *Teenage Mutant Ninja Turtles [TMNT]* for a radical new collaboration.

Leonardo, Raphael, Donatello and Michelangelo – New York City’s pizza-loving, skateboarding, crime-fighting quartet – team up with PUMA to create a range of bold streetwear essentials packed with hidden easter eggs.

Comic-book protagonists turned TV and film heroes, the Turtle bros take over PUMA’s Suede XL and RS-X sneaker silhouettes, which are accompanied by a limited-edition apparel capsule. Exposed to Mutagen Ooze and designed for secret missions, the collection comes with tech wear inspired executions and details.

Cut-and-sew offerings are highlighted by the PUMATECH Track Jacket and Cargo Pants, which feature a cracked, shell-like pattern alongside co-branded tags and logos hits. The PUMATECH Cargo Vest is crafted with a technical ripstop material, featuring nunchaku-inspired zipper tabs. Essential streetwear silhouettes feature specially created PUMA x *TMNT* graphics, including the Graphic Crew and Graphic Tee.

From deep within the New York City sewers, the collection's footwear is inspired by the Turtles themselves, and their supervillain foe, Krang. The Suede XL is reimagined with a *TMNT* motif, once again featuring a shell-like debossed pattern across the green upper, with a contrasting Formstrip in purple suede, and custom graphic elements like "Cowabunga" hits on the outsole and pizza imagery on the shoe's tongue. A second Suede XL pays homage to Krang, with a special purple color scheme, bespoke eyelets and details that evoke the brain-like reptilian character. Finally, the collaboration's RS-X is themed around the Turtles' sewer lair, with a green and black colorway elevated by cracked leather, 3D printing on the tongue and an ooze-covered insole.

PUMA x *TMNT* is available starting Friday, February 14 from PUMA.com, PUMA flagship stores and selected PUMA stockists.

Media Contact:

Alberto Turincio, PUMA Global Communication, Sportstyle – alberto.turincio@puma.com

Sandra Wedel, PUMA Global PR, Sportstyle – sandra.wedel@puma.com

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.

PARAMOUNT CONSUMER PRODUCTS

Paramount Consumer Products oversees all licensing and merchandising for Paramount (Nasdaq: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by a diverse slate of consumer brands, Paramount Consumer Products' portfolio is based on content from platforms including Paramount+, CBS (including CBS Television Studios and CBS Television Distribution), cable networks (including MTV, Nickelodeon and Showtime), and Paramount Pictures. Additionally, the division operates Paramount Game Studios. With properties spanning animation, live-action, preschool, youth and adult, Paramount Consumer Products is committed to creating the highest quality product for some of the world's most beloved, iconic franchises.