

PRODUCT BRIEF



INTRODUCING THE ALL-PRO NITRO FEATURING NITRO SQD TECHNOLOGY

Somerville, Massachusetts – July 31st, 2023 – PUMA Hoops is releasing its latest basketball silhouette, the All-Pro NITRO. The next generation of PUMA Hoops shoes are designed to maximize all aspects of your game. Available in a Lime Squeeze colorway, the All-Pro NITRO is a direct descendant of the original Clyde All Pro NITRO, which was released in 2021.

The All-Pro NITRO is the first PUMA Hoops shoe to feature NITRO™ SQD foam: a soft inner layer of NITRO™ foam for cushioning combined with a firm outer layer of NITRO™ foam for multi-directional movements. The silhouette also includes a specially engineered knit upper made with multi-zoned materials for targeted support, a supportive but breathable fit as well as cord lock-down lacing system in the forefoot for lateral stability which extends down through the shoe.

Meant for explosive energy on the court, the All-Pro NITRO retails for \$130, and will be available starting on August 1st at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at Foot Locker, Kids Foot Locker and Champs Sports.

ISD: August, 1st 2023

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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.