



PRODUCT BRIEF



PUMA LAUNCHES SECOND SIGNATURE COLLECTION WITH CHRISTIAN PULISIC

Somerville, Massachusetts – May 16th, 2023 – Sports company PUMA has today launched the much-anticipated second CP collection in collaboration with Christian Pulisic. Following the success of his first signature collection, Christian has added his personal inspiration this time around to continue influencing the next generation of soccer players to conquer the pitch.

Inspired by Christian's very own tattoos, this collection features eagle wings and tiger eyes in striking geometric designs appearing on all products. "When collaborating with PUMA on my second collection, the inspiration behind the design elements you will find throughout were two of my favorite tattoos," said Pulisic. "Each tattoo I have represents a special piece of my journey and how I got here. I'm excited to bring this collection to soccer players everywhere and inspire them to accomplish any goal they set their mind to."

The new collection features the return of the unbeatable ULTRA ULTIMATE, designed to be 'Too Fast for Them'. This cleat boasts a lightweight ULTRAWEAVE upper and a firm ground sole plate that helps get you to the ball faster and pick out the bottom corner. The ULTRA ULTIMATE has been crafted to deliver the game's fastest football boot. The collection also features the CP10 Graphic Ball and the CP 10 Backpack with ballnet, with the CP logo present throughout.

Wear your wins on your sleeve in the latest CP signature collection, available exclusively on the PUMA app starting May 16th and on May 18th on PUMA.com, DICK's Sporting Goods, and select soccer specialty 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 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.