



## PRODUCT BRIEF

### PUMA HOOPS LAUNCHES ITS LATEST MB.03: CHINO HILLS



**Somerville, Massachusetts – November 8th, 2023** – PUMA is releasing its newest addition to LaMelo Ball's signature PUMA Hoops MB.03, Chino Hills.

Every superhero has an origin story. For LaMelo Ball it all started in his hometown of Chino Hills, where he scored a state record 92 points – as a high school sophomore. To pay tribute to this jaw-dropping achievement, PUMA Hoops teamed up with Melo for a Chino Hills High-inspired edition of his signature shoe, the MB.03. Design elements are continued on from the MB.03 Toxic storyline and are reflected throughout with bold, neon elements, animalistic scratch marks, all bold and fierce elements which celebrate Melo's accomplishments the standout silhouette of this next-level basketball sneaker.

The eye-catching MB.03 Chino Hills features a NITRO™ midsole for on-court power and a double-layered mesh upper for additional support. The Chino Hills colorway also features tech points throughout including full

coverage engineered nonslip rubber compound for enhanced durability and traction that's ideal for quick cuts and spot up jumpers, and includes upper construction made with breathable monomesh for a supportive but ultra-lightweight fit.

In addition to the MB.03 Chino Hills sneaker, PUMA will be releasing a three-piece apparel collection accompanying the shoe release which includes a hoodie, shorts, and tee. The collection will be available for purchase on November 17th, and available at PUMA.com and the PUMA App and retails for \$40-125. For more information, please visit PUMA.com.

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**PUMA**

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