

PRESS RELEASE



SOCIAL MEDIA STAR AND MUSIC ARTIST, DIXIE D'AMELIO JOINS THE PUMA FAMILY

Boston, Massachusetts – August 2, 2021 – Global sports brand PUMA is thrilled to welcome social media star and music artist, Dixie D'Amelio as the brand's newest women's ambassador.

Dixie will be featured globally in various campaigns including PUMA's latest women's platform "She Moves Us," which celebrates women who move together to achieve and connect through fashion, community and sport.

"I am so excited to join the PUMA Family," said Dixie D'Amelio. "Sports, fashion and music are a major part of my life and who I am, so I am beyond thrilled to be working alongside a brand where all three of these things meet."

Dixie, who rose to fame on TikTok is one of the top 10 most followed creators on the social media platform. With more than 90 million followers combined, Dixie was named one of YouTube's Top 10 Breakout Creators of 2020 and has one of the fastest growing YouTube channels globally. Dixie has recently started a career in music, her first single was streamed more than 300 million times and garnered close to 20 million views and she recently released her newest single "Psycho."

Dixie is working on many exciting projects with PUMA, including a collection of her own set to release in 2022 across Foot Locker, Inc. family of brands and PUMA.com.

Dixie officially announced her new partnership with PUMA on her IG account, where she sported the new Fierce 2 sneakers. The Fierce 2 can be found on [PUMA.com](https://www.puma.com), PUMA stores and select retailers worldwide.

###

Media Contact:

Melissa Garbayo – Senior Team Head, Marketing Communications – melissa.garbayo@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 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 more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>