

PRESS RELEASE



Top 2020 NBA Draft Prospect LaMelo Ball Joins the PUMA Hoops Family

LaMelo to represent PUMA on and off the court including signature products

BOSTON, MASS., OCTOBER 14, 2020 — Global sports company PUMA has signed a long-term partnership with the top 2020 NBA prospect LaMelo Ball, who will serve as a brand ambassador both on and off the court. “I am really excited to be joining the PUMA family,” said LaMelo Ball. “I believe the brand is the perfect partner for me because PUMA will allow me to just be myself. I want to be 100-percent authentic whether that’s playing basketball or showing off my personal style and that’s what I want to do with PUMA.”

LaMelo Ball will be entering this year’s NBA draft as one of the most sought out athletes, after becoming one of the youngest Americans to play professionally abroad in Lithuania and Australia. At just 19 years old, Ball is redefining the next generation of basketball through his electrifying playing style on the court and his personal style off the court.

“LaMelo’s physical gifts and dynamic play on the court, as well as his unique sense of personal style, make him a natural fit for PUMA,” said Adam Petrick, Global Director of Brand and Marketing at PUMA. “We are thrilled to add him to our roster of talented athletes and at just 19 years old, we can’t wait to see his impact on the broader culture surrounding basketball.”

As part of the partnership, PUMA will collaborate with Ball to create products that incorporate PUMA’s culture first approach – blurring the lines between sports, culture, music and fashion. The first collab will be a PUMA x LaMelo Ball T-shirt and hoodie set to release November 18 in correlation with the 2020 NBA Draft.

"I don't know what normal is. I personally chose a different path to achieve my success because that defines who I am," said Ball. "I know some people think I am mysterious or 'not from here,' and I might have to agree. I am someone who likes to be different and consider myself to be one of one. That's the message I want to share in my upcoming projects with PUMA."

PUMA and LaMelo's approach to their partnership will fall under the "Not from Here" creative concept, which LaMelo came up with himself to represent his "one of one" attitude.

PUMA also will be teaming up with Ball to support various giveback programs that will encourage youth to stay active through basketball skill camps, equipment and clothing donations, court refurbishments and more.

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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 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. www.about.puma.com