

PRESS RELEASE



SUPERCHARGE YOUR GAME WITH THE NEW PUMA ULTRA

Herzogenaurach, Germany – January 19th, 2023 – When it comes to football and speed, more is more, and too much is just right. Channel your inner speedster with the help of the ultra-lightweight ULTRAWEAVE upper, PWRPRINT support, and running spike inspired SPEEDPLATE. It's official: ULTRA is Too Fast for Them.

The next generation ULTRA Supercharge edition turns seconds into records by fusing the ultra-lightweight woven upper with a redesigned soleplate tooling for an explosive turn of speed. The gravity defying ULTRAWEAVE technology is PUMA's lightest and most durable material and has been reinforced with the all-new PWRPRINT technology to provide ultimate stability and support, keeping your foot locked in for explosive straight-line speed.

The ULTRA has been engineered to change the game with explosive speed by giving you the edge that can be the difference between winning or losing. First or last. PUMA's special ULTRAWEAVE brand technology has been enhanced with a TPU skin to provide incredible durability at minimum weight.

5-D PWRPRINT technology has been placed in key strategic areas of the boot. The cross-divisional innovation provides micro-level reinforcement for optimal lockdown and support, whilst maintaining all the boot's lightweight properties. The ULTRA also features an all-new

soleplate constructed from a dual-density SPEEDPLATE outsole for next-level traction. The result is a more explosive plate and a more reactive toe box that provides added propulsion and energy transfer when going from 0 to fast.

The PUMA ULTRA Supercharge edition is available from January 19th at PUMA.com and at leading football 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 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/>