



PRESS RELEASE

MELO SEASON CONTINUES: PUMA HOOPS LAUNCHES THE MB.02

Somerville, Massachusetts – October 13, 2022 – PUMA Hoops and LaMelo Ball are releasing the MB.02, the second iteration of LaMelo Ball’s signature basketball shoe with the global sports brand. Coming off the heels of the successful MB.01 launch last year, the MB.02 explodes onto the scene with epic proportions and superior responsiveness.

Laying the groundwork for the MB.02 is a NITRO foam-infused midsole that mimics Melo’s signature wings. The theme extends onto the engineered woven mesh upper in epic proportion, making a wide-spanning style statement and offering support, comfort, and breathability in a lightweight package for on-court play.

Additional technology of the MB.02 includes a full-coverage engineered, nonslip rubber compound with a feather tread pattern for enhanced durability and traction with a nod to Melo’s signature wings making the MB.02 ideal for quick cuts and spot up jumpers. Tonal metallic accents add a hint of luster to these court-ready kicks, while instantly recognizable “1 of 1” branding reiterates that nothing else even comes close to the MB.02.

“Working with PUMA to design the second version of my signature shoe is something I am incredibly proud of,” said LaMelo Ball. “When creating the MB.02, we took the designs to the next level to reflect my personal style with the flames, RARE and 1 of 1 graphics and bold colors. I’m excited to see fans experience the MB franchise in a new way with the launch of MB.02.”

The MB.02 retails for \$130, and will be available starting October 21 at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at Foot Locker, Kids Foot Locker and Champs Sports.

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PUMA

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