

PRESS RELEASE



PUMA'S ICONIC SUEDE UPDATES ITS SKIN, COURTESY OF MINECRAFT

Herzogenaurach, Germany; January 27 2022 — If you love adventures and blocks, then your year will start off on the right foot (or shoe) – global sports brand PUMA and the popular video game Minecraft have come together to create an exciting drop, launching on February 5.

The **PUMA x Minecraft** streetwear collection features apparel and footwear for adventurers and explorers of all ages. References to beloved (and some feared) Minecraft mobs are featured on tees, hoodies, pants, and PUMA's most iconic shoe – the Suede. The apparel features a sleek color palette of white, grey, and black, and is adorned with colorful logos and characters. One highlight is the Minecraft ocelot, which is posed to replicate PUMA's original jumping cat.

PUMA's timeless style, the **Suede**, features a pixelated green, blue, and brown suede upper inspired by the plains – one of Minecraft's most characteristic biomes, a double formstrip with printed graphics, co-branded tongue label, and additional branding on the heel. For kids' footwear, in addition to the PUMA Suede, the **RS-Z** will be included in the collection.

To celebrate the launch of the drop, players can download a thrilling PUMA DLC where you can visit a virtual PUMA store to change your character's skins, participate in three different races to collect exclusive trophies, and discover exciting surprises along the way. The PUMA DLC will be available starting on February 8 from the Minecraft Marketplace on the Minecraft Bedrock Edition.

The **PUMA x Minecraft** gaming ready collection will be available starting February 5 on PUMA stores, PUMA.com, and select retailers worldwide.

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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

Minecraft

Minecraft is one the best-selling video game in history with up to 140 million monthly active players across 22 platforms. At its core, Minecraft is a game about placing blocks and going on adventures. The Minecraft franchise continues to reach new players through ongoing game updates, new games like Minecraft: Education Edition and Minecraft Dungeons, a diverse line of consumer products, a growing library of Marketplace content, books, and an upcoming major motion picture.