



## PRODUCT BRIEF

January 18, 2022

### PUMA TO LAUNCH THREE NEW MB.01 STYLES IN FEBRUARY

*Latest drop to include collaboration with Warner Bros. Consumer Products based on Adult Swim's animated series "Rick and Morty"*

**SOMERVILLE, Mass. – January 18, 2022** – In December, global sports company PUMA released LaMelo Ball's first signature shoe with the brand, MB.01. The new silhouette marked PUMA's latest signature shoe since entering back into the basketball category in 2018.

MB.01 was co-designed by LaMelo, incorporating his personal style throughout the shoe from bold color choices to intricate unique details. The three new silhouettes set to release in February include fresh bright colors with the same artistic outline of flames shooting down from the ankle collar and the word "Rare" stamped on the shoe's rubber bottom. Officially licensed from Warner Bros. Consumer Products, a highlight of the new drop includes limited-edition shoes and apparel inspired by Adult Swim's hit series, "Rick and Morty."

The latest MB.01s will continue to feature PUMA's performance technology including Nitro Foam throughout the midsole for superior responsiveness and comfort, full coverage non-slip rubber compound for enhanced durability and traction, and breathable monomesh for a supportive and ultra-lightweight feel. The 3D-printed disruptive upper construction completes the shoe's sleek design.

#### February 2



**MB.01 Buzz City**, named after Charlotte, North Carolina, represents LaMelo launching his NBA career with the Charlotte Hornets. This all-over black shoe features sleek teal accents that pays homage to the NBA team that drafted LaMelo in 2020. In addition to MB.01 Buzz City, there will be five accompanying Buzz City apparel pieces including: the Melo Dime Jacket, Melo Dime Pants, One of One Hoodie, One of One Pants and the Melo Fade Short-Sleeved Tee. The collection will be available

February 2 on PUMA.com, at PUMA stores and at select retailers worldwide.

## **February 18**



LaMelo Ball is stepping into another dimension with the **MB.01 Rick and Morty**. PUMA teamed up with LaMelo's favorite Adult Swim program to create an exclusive new collection, with designs inspired by Rick and Morty. Classic streetwear pieces and the MB.01 – LaMelo's signature PUMA shoe – are reimagined with neon colors and custom graphics. The limited-edition collab will feature the MB.01 Rick and Morty sneakers and six apparel items including: the Rick Hoodie, Rick Pant, Rick and Morty Long-Sleeved Tee, Rick and Morty Short-Sleeved Tee, Slime Onesie and the Rick and Morty Short. The MB.01 Rick and Morty collection will be available February 18 on PUMA.com, at PUMA stores and at select retailers worldwide.



**The MB.01, Grey & Red style** features an all-over grey exterior adorned with red accents throughout the shoe's design including the flames at the ankle collar. MB.01 will be available on PUMA.com and exclusively at Champs Sports and Eastbay starting February 18.

Additional MB.01 styles will be releasing throughout 2022.

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## **PUMA**

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