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PUMA® Announces Collaboration with Philippe Starck
New Footwear Collection to Launch in Autumn 2004

Nürnberg, Germany, January 9, 2004 – PUMA® announces today a collaborative partnership with world-renowned designer, Philippe Starck. The evolutionary footwear collection by PUMA and Philippe Starck will launch in Autumn 2004. Known for his expressionist architecture and contributions to virtually every area of design, Starck has finally found a partner for his vision of a strikingly modern collection of footwear.

"I have been interested in venturing into the world of footwear for twelve years and have finally found the right partner in PUMA," said Philippe Starck. "The collaborative effort results in a collection of footwear that is modern and minimalist, with the philosophy that less is more."

The Starck with PUMA collection explores design by uniting the unobvious and mixing personalities to push the boundaries of design. Starck is a designer of many things, including famous buildings, hotels and restaurants with work displayed in museums throughout the world. PUMA is a brand whose mission is to fuse sport and lifestyle, resulting in fresh and new footwear and clothing collections.

"The objective of PUMA's co-op projects is for an outside designer to share a different perspective so that we can learn from one another. Philippe Starck is known mostly for his work within the worlds of architecture and interiors. Starck brought this design sensibility to PUMA's fashion and sport product for this collection. The partnership did not happen overnight, it was something that we spent two years putting together so we could get it right," said Antonio Bertone, Director of Global Brand Management for PUMA.

The collection was presented at Pitti Uomo in Florence in January. More information will be released about the Philippe Starck collection in Spring 2004. For information about Philippe Starck, please visit www.philippe-starck.com or www.starck.com.

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PUMA® is the global athletic brand that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in sportlifestyle footwear, apparel and accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com.