

hussein chalayan



PRESS RELEASE

PUMA's Creative Director Hussein Chalayan to Acquire Stake in Fashion Company Chalayan LLP

Herzogenaurach/London, January 8, 2010 – The Sportlifestyle company PUMA AG and Chalayan LLP, the owner of the Hussein Chalayan fashion brand, announce today that Hussein Chalayan has acquired PUMA's stake in the Fashion Company Chalayan LLP.

As the Creative Director of PUMA and being responsible for overseeing design, creation and development of PUMA's Sportlifestyle collections, Hussein Chalayan will from now on manage the Hussein Chalayan brand independently from PUMA.

PUMA's Urban Mobility Collection will be the next line developed by Hussein Chalayan and will be available in stores Spring/ Summer 2010.

Media Contact:

Ulf Santjer - Corporate Communications - PUMA - +49 9132 81 2489 – ulf.santjer@puma.com

PUMA

PUMA is one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. The Black label features collaborations with renowned designers such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit www.puma.com