



PRESS RELEASE

PUMA renews Contract with Eyewear Licensee Charmant

Herzogenaurach, Germany, 8 December 2010 – The Sportlifestyle company PUMA has renewed the global license agreement for Sunglasses and Optical eyewear with Charmant Group. Since the first license contract was signed in 2006, PUMA and Charmant have established a productive relationship, sharing the same values and ambition to design and create innovative PUMA Eyewear. They offer a wide range of trend-setting and sophisticated lifestyle and functional PUMA eyewear products that start in sports and end in style, hence perfectly suiting the PUMA personality.

“The Charmant Group has proven its competence for creating high quality PUMA eyewear in versatile designs over the last four years,” said Nina Wolf, Global Director Accessories and Licensing of PUMA. “We are pleased to team up with an eyewear brand that has a worldwide reputation for pushing the boundaries of technology and style. Through this partnership we will continue to bring innovative products to our consumers.”

“We are glad to continue our fruitful partnership with PUMA. The fusion of the well-known Sportlifestyle PUMA DNA and our competency in Eyewear will show further success in the eyewear industry,” said Taketoshi Mizukami, COO of Charmant Group.

Based in Sabae-City, Japan, the Charmant Group has 50 years of experience in spectacle frame production and today is one of the world’s leading integrated frame manufacturers, covering design, production, marketing and distribution. They already have extensive expertise in selling

licensed brand names such as ESPRIT, ELLE and Trussardi. The group has an international operating presence and distribution coverage in almost 100 countries.

PUMA's current licensing portfolio includes bodywear, socks, personal care products, mobile phones, watches and bikes.

Media Contact:

Kerstin Neuber - Corporate Communications - PUMA - +49 9132 81 2984 – kerstin.neuber@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 principles 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. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. 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 , hencin<http://www.puma.com>