

PUMA LAUNCHES evoPOWER AT INTERACTIVE FOOTBALL EVENT

Cesc Fàbregas, Mario Balotelli and Marco Reus Demonstrate Power and Accuracy Achieved Through Revolutionary Boot Technology in Barcelona

BARCELONA, SPAIN (18 January 2014) – Yesterday, PUMA kicked off its 2014 *Nature of Believing* campaign, with the launch of the revolutionary new evoPOWER football boot at a live event in Barcelona. PUMA Power players Cesc Fàbregas, Marco Reus and Mario Balotelli put their football skills to the test on the evoPOWER wall, the custom built football simulator that utilises Hawk Eye technology to measure players' power and accuracy. evoPOWER was inspired by the freedom of movement of a bare foot – Fàbregas, Reus and Balotelli showcased their skills and the boots performance enhancing technology through four interactive challenges.

An audience of media and competition winners from around the world joined PUMA in Barcelona to test the new evoPOWER boot and see the live and interactive event. The launch was co-hosted by football legend and PUMA player Thierry Henry, who guided the players' through the challenges and offered valuable insight into the design inspiration and product benefits.

evoPOWER is a new performance boot designed to enhance a player's natural kicking ability, and optimise a player's power and accuracy when striking the ball. Inspired by the power generated from the freedom of barefoot kicking, evoPOWER features the most advanced PUMA footwear technologies to date in its football category, and will be worn on pitch by Cesc Fàbregas, Marco Reus, Mario Balotelli, Yaya Touré, Nemanja Vidic, Dante and many others.

Cesc Fàbregas said, "I really enjoyed the experience; it was a great product launch. To unveil the new PUMA evoPOWER boot through a live demonstration and showcase the technology and benefits that the boot brings to a player was an excellent idea. The challenges were very competitive, seeing our power and accuracy score from each shot really was an incentive to try and beat those other guys."

Marco Reus added, "I first saw an early version of evoPOWER boot some months ago and have been really impressed with the thinking behind its design. It was a fitting stage to launch the boot, there was an electric atmosphere and everyone in the room was clearly impressed by the evoPOWER wall and the technology of the boot. The challenges were designed to really put us all

to the test and having some of the competition winners join us for the final breaking down the wall challenge was a nice touch. I always like to meet football fans and an experience like this event was a great thing to be a part of."

Mario Balotelli commented, "The launch was great fun with all the guys together. Having only joined the PUMA family last month, it was a privilege to be able to take part in the event and join Cesc and Marco in launching the new evoPOWER boot. There's been a lot of hype about this new boot over the last couple of weeks as we've been wearing a camouflage test version on pitch and in training. We finally revealed the proper boot and showed the world the impact the evoPOWER boot can have."

Cesc Fàbregas, Marco Reus, Mario Balotelli and Thierry Henry feature in an exciting short film showcasing field tests conducted exploring the unbelievable power and accuracy of evoPOWER. This and all other evoPOWER assets can be downloaded at <http://news.puma.com/>

The evoPOWER boot and the full range of evoPOWER accessories and apparel launch in-store on 1 February, 2014.

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