



PRESS RELEASE

PUMA announces Changes to Board of Management

*Klaus Bauer appointed as Member of the Board of Management -
Dieter Bock resigns from the Board of Management for personal reasons*

Herzogenaurach, Germany, March 3, 2009 – Sportlifestyle company PUMA today announces changes to the Board of Management: Klaus Bauer (53) will be appointed as Member of the Board of Management, effective August 1, 2009, and will assume the newly created position of Chief Operating Officer (COO). At the same time, Chief Financial Officer (CFO) Dieter Bock (50), who has been with PUMA since 1979 and a Member of the Board of Management since 2005, will resign from the Board due to his personal life planning.

As the new COO, Klaus Bauer will take over responsibility for Finance, Controlling, Legal, Operations, Logistics, IT, and Human Resources on August 1, 2009. Bauer, who has a degree in business administration, has been working for PUMA for 20 years in different positions. In his current role as Senior Executive Vice President he is responsible for IT, Operations, Logistics and regional as well as strategic projects related to company expansion. Dieter Bock will remain in charge of Finance until he leaves the company on July 31, 2009, hence ensuring a smooth transition and hand-over to his successor.

Jochen Zeitz, Chairman and CEO of PUMA AG: „We are pleased to welcome Klaus Bauer as a new Member to the Board of Management of PUMA AG in August this year. He brings along an extensive experience in different management positions within PUMA and has an outstanding knowledge of organizing, leading and managing the full range of operational business processes.

We regret that Dieter Bock has made the decision to leave the Company and are grateful for his successful work at PUMA for many years. In more than 30 years that he has been with the company, he achieved a great track record and contributed significantly to the company's financial performance in the last years and PUMA's current solid financial position."

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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