



## **PRESS RELEASE**

### **PUMA Extends long-term Partnership with Cameroon Football Federation**

**Herzogenaurach, Germany, 1 December 2010** – PUMA and the Cameroon Football Federation (FECAFOOT) announced today in Yaounde, Cameroon, a long-term extension of its current partnership, through which the sportlifestyle company will continue to be the official supplier of team kits, training apparel/apparatus and a partner for replica merchandise. This latest agreement is effective through the next FIFA World Cups™.

The relationship between PUMA and the Cameroon Football Federation was first formed in 1996. In the years that followed, PUMA developed for Cameroon the first sleeveless kit for a football team, the first all-in-one kit and the first continental kit called the PUMA Africa Unity Kit which launched in 2010. This latest football innovation raised money for biodiversity causes in Africa in collaboration with the United Nations Environmental Programme (UNEP), with Cameroon using the kit as a third kit at the 2010 World Cup™ in South Africa with Ghana, Ivory Coast and Algeria.

“We are very happy to announce the continuation of our partnership with the Cameroon Football Federation,” said Jochen Zeitz, Chairman and CEO of PUMA. “During the fourteen years we have worked with them, their forward thinking has allowed us to undertake and execute several exciting and innovative projects that simply would not be possible with other federations. They are one of our key partners in World football, and we have some great ideas that we look forward to unveiling in the coming months and years.”

“PUMA is a key partner for us, and when the previous agreement concluded there was never any question that we wouldn’t re-sign with them,” said Iya Mohammed, President of the Cameroon Football Federation. “PUMA understands implicitly what we want to achieve, and it is a privilege to work with a company with the same values and ambition. We look forward to working with them for many years to follow.”

In addition to the Cameroon national team sponsorship, PUMA also sponsors individual Cameroon players including captain and record goalscorer striker Samuel Eto’o, Benoit Assou-Ekotto, Stephane Mbia, Landry Nguemo and Mohammadou Idrissou.

In keeping with PUMA’s mission to be the most sustainable sportslifestyle brand, the Cameroon Football Federation will take a carbon neutral stance for the entirety of the partnership. Using UNEP’s carbon neutral standard, PUMA and the Cameroon Football Federation will offset the carbon footprint of the Federation through the next FIFA World Cups™.

PUMA’s commitment to Africa extends beyond team and player partnerships, as well. PUMA will continue to support a number of grass roots initiatives across the continent. Coinciding with this announcement, 10,000 durable footballs were delivered to Africa following a joint pledge in collaboration with Intersport® earlier this year, a third of which will go to football projects in Cameroon. PUMA was also the official sponsor and fanwear supplier of the 2010 African Cup of Nations in Angola.

For more information about PUMA Football, please visit [www.pumafootball.com](http://www.pumafootball.com).

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**PUMA**

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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 <http://www.puma.com>