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PUMA acquires majority stake in Dobotex

Herzogenaurach, December 2, 2008 – Sportlifestyle company PUMA and its Dutch licensee Dobotex announced today, that PUMA will become the majority shareholder of Dobotex as of January 1, 2009, subject to approval by anti-trust authorities.

As PUMA already announced in July this year, the company had extended a long-term licensing contract for socks by Dobotex. The new licensing deal has a global reach, excluding the United States.

In addition, PUMA and Dobotex already signed a new licensing contract for PUMA bodywear this year. The license contract with former licensee Schiesser Lifestyle will terminate at the end of 2008.

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PUMA® is the global Sportlifestyle company that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in Sportlifestyle Footwear, Apparel and Accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com