

PRESS RELEASE



GARFIELD MEETS THE PUMA CAT IN NEW COLLECTION

Herzogenaurach, Germany, April 28th, 2022 — Global sports brand PUMA and iconic comic strip character GARFIELD are teaming up for a debut collection for both adults and kids where the two cats join forces.

Inspired by the beloved cartoon cat and his love of food, the collection is all about the **PUMA x GARFIELD** market, offering delicious treats for hungry cats. Playful designs for both adults and kids stand out with bold colors and fun graphics - the result is a fun-loving streetwear collection.

The adult's range includes hoodies, tees, shorts, and sweatpants with co-branded graphics featuring Garfield himself. For footwear, the classic **Suede** uses bold graphics and playful details like a graphic hangtag with the statement, "Big fat hairy deal!" The collection also includes a fluffy **Leadcat** slide which resembles Garfield. A hat, backpack and shopper round out the accessories.

The kids range includes tees, hoodies, and shorts plus an infant crew and jogger set. The footwear offering comes in a similar design to the adult styles, with the **Suede** arriving in junior, pre-school, and infant sizing and the **Leadcat** available for junior and pre-school. Kids can enjoy fun accessories like a sling bag and waist bag with Garfield's face across the front.

Created by cartoonist Jim Davis, Garfield is the most widely syndicated comic strip in the world. With his signature "cattitude," Garfield is 100% that cat, and he doesn't care who knows it. He's selfish, sarcastic, lazy...and surprisingly endearing. Since its launch in 1978, the famous cat has spawned movies, TV shows, stage shows and merchandise, and has received four Emmy Awards for Outstanding Animated Program. In 2019, Paramount Global acquired ownership of Paws, Inc., which holds rights to the Garfield franchise.

Shop the **PUMA x GARFIELD** market when the collection drops on PUMA.com, PUMA stores and select retailers on April 27th.

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PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

About Paramount Consumer Products

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