

PRESS RELEASE



NOT EVEN YOU KNEW YOU WERE THIS FAST. PUMA LAUNCHES THE ALL-NEW ULTRA ULTIMATE

Available in unisex and women specific fits and featuring for the first time ever ULTRAWEAVE technology

Herzogenaurach, Germany – July 28th, 2022 – Sports company PUMA has today revealed the all-new next generation ULTRA ULTIMATE. Speed is in PUMA's DNA, and with the latest update to the super-light ULTRA, PUMA are pushing the limits of speed even further by applying their exclusive ULTRAWEAVE technology to football boots for the first time ever.

The next generation ULTRA turns seconds into records by fusing the new ultra-lightweight woven upper with a redesigned soleplate tooling for an explosive turn of speed. The gravity defying ULTRAWEAVE technology is PUMA's lightest and most durable material and has been reinforced with the all-new PWRPRINT technology to provide ultimate stability and support, keeping your foot locked in for explosive straight-line speed.

The ULTRA has been designed to be 'Too Fast for Them', engineered to change the game with explosive speed giving you the edge that can be the difference between winning or losing. First or last. To be worn by some of the world's most dynamic players, including Kingsley Coman,

Christian Pulisic, Antoine Griezmann and Nikita Parris. The ULTRA ULTIMATE has been crafted to deliver the game's fastest football boot.

"We are excited to unveil the newest iteration of the ULTRA, featuring ULTRAWEAVE and PWRPRINT technologies to push the limits of speed," said Peter Stappen, PUMA Lead Product Line Manager Teamsport Footwear. "The new upper is made of PUMA's lightest ever performance material and features at least 20% recycled content as we continue to strive for a more sustainable future with our football boots. Every aspect of the new ULTRA screams fast and for the first time on the ULTRA we have added the iconic Formstrip, but with a modern interpretation that honors our speed history."

Following years of testing, PUMA's special ULTRAWEAVE brand technology has been optimized and integrated into football boots for the first time. The material has also been enhanced with a TPU skin to provide incredible durability at minimum weight. The technology has already been utilized in PUMA's apparel range and is the next step in the evolution of speed at PUMA.

Another first is the 5-D PWRPRINT technology, placed in key strategic areas of the boot. The cross-divisional innovation provides micro-level reinforcement for optimal lockdown and support, whilst maintaining all the boots lightweight properties. The ULTRA also features an all-new soleplate constructed from a dual-density SPEEDPLATE outsole for next-level traction. The result is a more explosive plate and a more reactive toe box that provides added propulsion and energy transfer when going from 0 to fast.

PUMA also continues to offer both Unisex and Women's fits to provide the perfect fit for all types of foot shapes. The ULTRA ULTIMATE Women's fit features all the same technology as the Unisex fit, but with optimized measurements such as volume and instep height all engineered for the female foot.

Be Too Fast for Them with the all-new ULTRA ULTIMATE Fastest edition in Unisex and Women's specific fits available from July 28th at PUMA.com, PUMA stores and at leading football retailers worldwide.

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Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>