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WESTFORD, MA, FEBRUARY 20<sup>TH</sup>, 2017

## **BOB PHILION NAMED PRESIDENT OF PUMA NORTH AMERICA**

~~LETTER~~

~~FAX~~

PRESS RELEASE

~~MEMO~~

PUMA® announces today the appointment of Bob Philion to President of PUMA North America. Philion has been part of the PUMA family since 2005 and comes to the role from COBRA PUMA GOLF where he led PUMA's acquisition of Cobra in 2010 and has served as President and CEO for the past seven years. In addition to his new role with PUMA North America, Philion will continue leading the global COBRA PUMA GOLF business.

**PUMA OFFICE**

PUMA North America

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Philion has more than 20 years of experience in various sales, merchandising and general management functions in both the United States and Europe. This includes managing sales with influential key accounts and leading merchandising and product functions in the United States and abroad.

"With Bob we have found a leader within the PUMA family who understands not just the North American market but also PUMA globally," said Bjoern Gulden, CEO of PUMA. "I am convinced that Bob is the right person to continue the current momentum for the brand."

In 2010, Philion led the acquisition and integration of Cobra Golf, and under his leadership the combined COBRA PUMA GOLF brand has seen immense growth, continuing to deliver a full 360 portfolio of game-changing products that help golfers of all levels enjoy the game.

Philion replaces Jay Piccola who is retiring from PUMA North America after a remarkable career of nearly 20 years of continuous service to PUMA. He became President of the region in 2000 and through his leadership, he and his team built PUMA North America into what it is today. Piccola will remain within the PUMA Family as a Non-Executive Director of the board for PUMA North America.

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>.