

PRESS RELEASE



NEW YEAR, NEW YOU: STEP INTO THE ZONE WITH PUMA

Boston, Massachusetts; January 10th, 2020 – Global sports brand PUMA is releasing a brand new women's training shoe, called Zone XT, designed for high-intensity workouts, and endurance-based running and training. Adriana Lima, PUMA's global womens training ambassador, is the face of the campaign, where she is featured showing some of her best training moves.

The PUMA Zone XT was inspired by the zone where progress happens, that moment when the heart-rate speeds up, making the body burn fat most efficiently, also boosting endurance and increasing your metabolism. The main benefits of these new trainers include: maximum cushioning, support, and grip – making the Zone XT perfect for any type of training, mainly HIIT workouts.

ZONE XT's TECH POINTS:

- **CUSHIONING:** HYBRID FOAM combines two of PUMA's most innovative technologies—IGNITE FOAM and NRGY beads, for instant cushioning and energy return.
- **GRIP:** Rubber outsole provides maximum traction and durability for all kinds of training.
- **SUPPORT:** designed for maximum support throughout your entire workout.
- **DESIGN:** its heart-rate inspired design reflects the effort it takes to keep pushing to perform.

A new year deserves a new pair of shoes, one that will help you accomplish all of those New Year's resolutions, especially those related to your training regime. PUMA's Zone XT will be available on January 10th at PUMA.com, PUMA stores, and select retailers worldwide.

###

Media Contact:

Alberto Turincio Smith, Global PR – alberto.turincio@puma.com

PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.puma.com