



## **PRESS RELEASE**

### **TRAIN LIKE A CHAMP WITH PUMA LQD CELL SHATTER MID**

**Boston, Massachusetts; February 6<sup>th</sup>, 2020** – Global Sports company PUMA is ready to shatter the mold, by releasing an updated version of its already popular LQD CELL Shatter, one of PUMA's women's training styles. The provocative silhouette is prepared for any workout as its LQD CELL technology will offer stable cushioning while the lightweight layer of PUMA's patented foam, PROFOAM, provides comfort.

LQD CELL Shatter Mid offers the same performance benefits as its predecessors but with a twist – this new updated version brings the heat with its unique above the ankle silhouette, branded strap details, bold colors, and a striking design.

#### **LQD CELL SHATTER MID TECH POINTS:**

- **CUSHIONING:** An evolution of CELL technology, LQD CELL midsole offers stable cushioning.
- **ENERGY:** A top layer of PROFOAM provides lightweight energy return.
- **FIT:** Engineered evoKNIT design provides ergonomic fit and comfort for targeted performance.

Train against the standards with PUMA's new LQD CELL Shatter Mid releasing on February 6<sup>th</sup>, 2020, on PUMA.com, PUMA Stores, and select retailers worldwide. For more on PUMA performance, check out @PUMAprformance on Instagram.

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**PUMA**

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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](http://www.puma.com)