

PRESS RELEASE



PUMA HOOPS AND LAMELO BALL REVEAL MB.04 ON NORTH AMERICAN MELO TOUR

Somerville, Massachusetts – August 26th, 2024 – Basketball phenom LaMelo Ball and PUMA Hoops are back to redefine the game with the jaw-dropping MB.04. This fourth chapter in the iconic MB signature line is a masterpiece of performance and style. Clad in a striking light blue base and reinforced with bold silver overlays, the MB.04 boasts a durable TPU structure that's as tough as Ball himself.

Get ready for a sneaker takeover! LaMelo is hitting the road to introduce his latest signature sneaker with PUMA on a high-energy North American tour, kicking off in Charlotte, the heart of Melo-mania, and making stops in Atlanta, Miami, and culminating in a grand finale in New York City. It's more than just the reveal of the MB.04, it's a celebration of LaMelo's meteoric rise and the undeniable impact he's made on the game.

The newest MB.04 design integrates LaMelo Ball's personal branding, including the Phoenix logo and "1 1 1" motifs, creating a fierce and eye-catching appearance. This shoe seamlessly combines style and performance, making it a top choice for both basketball enthusiasts and fashion-forward individuals.

"The details and Easter eggs sprinkled throughout the shoe are my favorite attributes. It was a big design challenge to make a shoe that couldn't be mirrored left to right and still make it look cohesive," says Jeremy Salle Head of Design for PUMA Hoops. "The inspiration was based around this idea of 'Be Melo'. The kids love Melo and a lot of them want to be just like

him. It's basically the idea of symbiosis. The kid puts on the shoe, and they are enveloped by all of Melo's attributes, rarities and One-of-one-ness."

Key performance features of the MB.04 silhouette include the 4D printing technology which allows zoned out durability and enhances the shoes breathability. Stylized TPU support in the forefoot have been incorporated for added stability throughout the silhouette. Each shoe includes a distinctive heel logo that connects to its colorway and story. Compression-molded EVA foam provides superior responsiveness and cushioning while maintaining a lightweight profile, an added benefit for hoopers. Engineered mesh upper, for added comfort, and a Melo-fied external heel cap have been included for a signature touch.

But the excitement doesn't stop there. To complement the on-court dominance of the MB.04, PUMA and LaMelo are also dropping a mind-blowing new colorway of the LaFrancé 1:1. This isn't just a sneaker; it's a statement. Dipped in an eye-popping all-over baby blue hue, the LaFrancé 1:1 embodies LaMelo's one-of-a-kind style with exaggerated lines and Y2K-inspired details.

Prepare to be blown away as LaMelo and PUMA redefine what it means to be a basketball icon and a fashion trailblazer. This Hoops launch includes a variety of apparel pieces to accompany the shoe collabs. Launching on September 12th, 2024, the PUMA MB.04 and LaFrance 1of1 will be retailing for \$50- \$125 and will be available at Foot Locker, Kids Foot Locker, Champs Sports, PUMA.com, the PUMA mobile app, and the PUMA NYC Flagship store.

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