



PRESS RELEASE

PUMA UNVEILS SCOOT HENDERSON'S FIRST SIGNATURE SHOE: SCOOT ZEROS

Somerville, Massachusetts – December 7, 2023 – Global sports brand PUMA officially unveiled NBA rookie, Scoot Henderson's first signature basketball shoe, the Scoot Zeros. The debut colorway, Scoot Zeros Georgia Peach pays homage to Scoot's home state where his basketball journey began.

The Scoot Zeros Georgia Peach embodies the narrative of Scoot's teenage ascent to where he is today, portraying the essence of his relentless pursuit of greatness. Symbolizing his journey from his hometown of Marietta, Georgia, through becoming the youngest player in the G League, to one of the top draft prospects in the 2023 NBA draft, the shoe encapsulates the milestones and challenges he faced along the way.

"I'm excited to finally share the Scoot Zeros Georgia Peach with the world. To me, Zeros symbolizes new beginnings and reminds me that each day we have the opportunity to reset, learn, create, embrace, and overcome," said Henderson. "My signature shoe not only represents a fresh start for me, but I hope it inspires all players to overcome and strive for greatness both on and off the court."

This silhouette embodies Henderson's desire to connect with fans, inviting them to share in his inspiring story. It serves as a tangible representation of his remarkable journey, making the dream of chasing greatness accessible to all.

Inspired by Henderson's personal mantra, "O.D.D: Overly Determined to Dominate," this performance-minded basketball shoe is packed with PUMA Hoops tech like high-rebound PROFOAM EVA for the kind of end-to-end play that made Scoot a G-League superstar and a top draft pick. The Scoot Zeros features a unique reinforced formstrip for additional durability, as well as aggressive Jaws rubber wrap-ups to reflect Henderson's fearless on-court play.

The Scoot Zeros Georgia Peach retails for \$100 and will be available starting on December 15th at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store, and at Foot Locker, Kids Foot Locker, and Champs Sports.

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PUMA

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