



PRESS RELEASE

PUMA AND AC MILAN UNVEIL THE NEW AC MILAN AWAY KIT INSPIRED BY THE MUDEC MUSEUM

Herzogenaurach, Germany – September 12, 2020 - Sports company PUMA and AC Milan have today unveiled the new AC Milan Away kit to be worn by the men's, women's and youth teams for the 2020/21 season. The source of inspiration for the kit is Milan's famous MUDEC -Museum of Cultures, as PUMA continues to craft kits from culture.

Milan is a city rich with culture and history; it is a city of glamour and creativity, home to some of the world's most incredible architecture. To celebrate the essence and culture of the city, the new Away kit pays homage to the MUDEC museum by integrating the famous MUDEC architectural pattern into the white jersey.

The MUDEC is a museum and exhibition center dedicated to the research and understanding of the cultures of the world. The museum is home to incredible artistry and cultural artifacts from around the world, providing representation of the diverse cultures from each continent.

"MUDEC was born with the intention of giving voice, through the exhibition of works from all over the world, to the different cultures that have come into contact with Milan and the Milanese over time. It is a source of pride for us that the museum has been identified and selected by PUMA and Milan, not only as a modern icon of the city in transformation, but also and above all as a reference for constant research and attention to multiculturalism and promotion of diversity as founding values of contemporary living", said Anna Maria Montaldo, Director of Modern and Contemporary Art Sector of the municipality of Milan.

"Throughout the history of AC Milan our second jersey has always been linked with matches and moments that live long in the memory. This jersey succeeds in maintaining the tradition and pride of our Club and its fans, and combines them with the unique blend of culture, passion and design that make the city of Milan so special", said Casper Stylsvig, Chief Revenue Officer of AC Milan.

“The city of Milan has always attracted many different cultures and has become the most international city in Italy. For the AC Milan Away kit we wanted to celebrate the cultures that make the city of Milan so unique. The MUDEC Museum of Cultures celebrates international culture, which makes it a great source of inspiration. We used the iconic design from the architecture of this museum to celebrate the diverse cultures from around the world”, said David Bremond, Head of Product Line Management Teamsport, PUMA.

The new jersey is equipped with PUMA's thermoregulation technology which provides an improved moisture management system to maintain the perfect body temperature. Combined with laser-cut perforation on the front and engineered jacquard at the back, the jersey offers the latest in fit and mobility for optimal performance.

The new AC Milan Away kit is available from September 12th at PUMA.com, PUMA stores, AC Milan official stores, store.milan.com and at select retailers worldwide.

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PR Images: <https://fastcat.puma.com/transfer/56e0be8a471617d34fb6010f80f0167d4b02767c6d2d2a989894e368f595cb02>

Launch Video: <https://fastcat.puma.com/transfer/a8b60163cc583c05d545c122ec853ec24cc87deaa3735c147010de3884ae8079>

Launch Video YT Link: https://youtu.be/VTX0x_r_ISw

Tracking: https://puma.sharepoint.com/sites/502112/_layouts/15/Doc.aspx?OR=teams&action=edit&sourcedoc={1AAAC7AB-EBAD-46A3-B54A-1DBD40D9E8B1}

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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 more than 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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>

AC MILAN

Associazione Calcio Milan, more commonly referred to as AC Milan, is a professional football club in Milan, Italy, founded in 1899. Seven-time European champions AC Milan are one of the most successful football clubs in world football. AC Milan's 18 FIFA and UEFA trophies are the fourth-highest out of any club worldwide, and the most out of any Italian club. The club's domestic honours include 18 league titles, making the club the joint-second most successful club in the history of Serie A. Also known as i Rossoneri, Milan's home games are played at the San Siro. The stadium is the largest in Italian football. The club's iconic black-and-red striped kit has been worn by some of the greatest players in the world and is widely recognised by football fans all over the globe.