

## PRESS RELEASE



### MB.01 IS BEGINNING ITS ASCENT: LAMELO BALL'S FIRST PUMA SIGNATURE SHOE SET TO LAUNCH DECEMBER

*MB.01 will be PUMA Hoops' first signature shoe release since re-launching its basketball category in 2018*

**SOMERVILLE, MASS., October 12, 2021** — After a stellar debut NBA season, receiving league-wide accolades and winning NBA's Rookie of the Year Award, LaMelo Ball has another personal accomplishment to announce: his first signature shoe with PUMA. Global sports company PUMA has officially unveiled NBA superstar LaMelo Ball's first PUMA signature basketball shoe, the MB.01.

The MB.01 marks PUMA Hoops' first signature shoe release since re-launching its basketball category in 2018. MB.01 joins the lineup of PUMA's iconic basketball signature shoes named after basketball legends Walt "Clyde" Frazier and Ralph Sampson.

"We are proud to introduce the MB.01 as our first PUMA Hoops signature shoe, just three years after reentering the basketball category, said Adam Petrick, Global Director of Brand and Marketing at PUMA. "LaMelo and the MB.01 truly embodies what PUMA Hoops is about, merging sport with culture, while also pushing the brand forward with bold, bright and disruptive designs. This is just the beginning of many exciting projects to come."

MB.01 was co-designed by LaMelo, incorporating his personal style throughout the shoe from bold color choices to intricate unique details, including an artistic outline of flames shooting down from the ankle collar that lines up to Melo's famed rocket ankle tattoo.

The tongue of the shoe includes LaMelo's "Not from Here" creative and the outsole showcases the word "rare," which describes his talent on the hardwood.

"I am excited to officially launch my first signature basketball shoe with PUMA," said LaMelo Ball. "It's crazy to see my vision come to life with the MB.01. The design process was very collaborative, incorporating my style and unique details like the rocket flames. I can't wait to wear them on court this season."

Additional technology features of the MB.01 includes PUMA's Nitro Foam throughout the midsole for superior responsiveness and comfort, full coverage non-slip rubber compound for enhanced durability and traction, and breathable monomesh for a supportive and ultra-lightweight feel. The 3D-printed disruptive upper construction completes the shoe's sleek design.

The MB.01, retailing for \$XXX, will be available globally in December on PUMA.com, at PUMA Stores and select retailers worldwide.

Additional styles will be releasing throughout 2021 and 2022. For the most up-to-date MB.01 information, please visit [www.PUMA.com](http://www.PUMA.com).

###

**Media Contacts:**

Melissa Garbayo, Public Relations, PUMA North America – [melissa.garbayo@puma.com](mailto:melissa.garbayo@puma.com)

Alyson Cohen, Public Relations, PUMA North America – [alyson.cohen@puma.com](mailto:alyson.cohen@puma.com)

**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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. [www.about.puma.com](http://www.about.puma.com)