



PRODUCT BRIEF

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YOUR FOOTBALL TRICKS WILL BE A TREAT WITH PUMA'S HALLOWEEN-INSPIRED FEAR PACK

Herzogenaurach, Germany – October 31, 2020 - Global sports company PUMA has today unleashed the Fear Pack in honor of the scariest day of the year. The Fear Pack is here to enhance your tricks and scare the competition, featuring neon green and spooky purple color updates to the FUTURE 6.1 and ULTRA 1.1. The pack combines the creepy eyes of the FUTURE with the monstrous side of the ULTRA - defenders beware!

Providing elite level touch and control benefits at explosive speeds, the ULTRA 1.1 is the ultimate combination of speed, touch and comfort. The extremely lightweight MATRYXEVO® upper is built on a lightweight PEBA SpeedUnit outsole, featuring a split sole design inspired by PUMA running spike DNA for rapid bursts of speed. The sole plate combines subtle 'spikes' in the forefront and V-shaped studs configured to provide uncatchable speed.

The FUTURE 6.1 places agility at the core of the design, featuring a fully knitted one-piece upper with the latest in NETFIT technology. The upper is developed from a specially crafted textile yarn mix that adapts to the movement of the foot, providing greater freedom of movement when making explosive turns and quick changes of direction. The NETFIT technology offers players a variety of customizable lacing options to enhance both fit and stability.

The Fear Pack is available to frighten defences from October 31st at PUMA.com, PUMA stores and select retailers worldwide.

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. <https://about.puma.com/>