



PRODUCT BRIEF

Dissemination Date: January 21st, 2021



CHANGE THE GAME WITH THE NEW PUMA ULTRA

Herzogenaurach, Germany – January 21, 2021 - Sports company PUMA has today launched the GAME. ON. edition of the uncatchable ULTRA 1.2 football boot. Take the ball and take over the game. Every training session, every game, every minute is an opportunity to turn it on. Game. On. is a mindset that pushes you to elevate your game, take on all comers and forge a path to greatness.

The latest evolution of the ULTRA features an ultra-lightweight MATRYXEVO upper providing superior stability, durability and traction for explosive forward motion speed and acceleration. The feeling of velocity is built into the explosive design by combining the fully engineered MATRYXEVO upper with an instinctive Pebax SpeedUnit outsole, creating the ultimate weapon of speed to be worn by some of the world's best attacking players: Antoine Griezmann, Sergio Agüero and Eugénie Le Sommer.

The lightweight Pebax SpeedUnit outsole features a split sole design inspired by PUMA's track running heritage. The soleplate combines subtle spikes in the forefront and V-shaped studs configured for lightning speed and acceleration. A thin GripControl Pro skin is applied in key areas to provide complete control on the ball at uncatchable speeds.

The ULTRA 1.2 in PUMA black, white, red blast and yellow-alert is part of the GAME.ON. pack that includes the groundbreaking new FUTURE Z 1.1 and is available from January 21st at PUMA.com, PUMA stores and at leading football retailers worldwide.

###

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@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. <https://about.puma.com/>