



PRODUCT BRIEF

PUMA HOOPS LAUNCHES ITS LATEST ALL-PRO NITRO WITH CHRIS BRICKLEY



Somerville, Massachusetts – November 15th, 2023 – PUMA is releasing its newest addition to the All-Pro Nitro fam with PUMA Hoops ambassador, Chris Brickley, All-Pro NITRO™ x CHRIS BRICKLEY.

Chris Brickley, top NBA and WNBA Professional Trainer is your favorite pro's not-so-secret weapon. The elite skills trainer has worked with everyone from basketball's biggest stars to hip-hop's living legends – spreading positivity as he takes their game to the next level.

The All-Pro NITRO™ x CHRIS BRICKLEY features a standout silhouette accented with reminders to "Love Yourself," "Stay Focused," and "Keep Going, Keep Growing" – the mantras that have made Chris who he is today. This special edition PUMA Hoops shoe is packed with tech like NITROFOAM™ for responsiveness and cushioning and PWRTAPE for targeted reinforcement and stability – so you can play like a pro.

All-Pro NITRO™ x CHRIS BRICKLEY, is built off the iconic NITRO foam midsole that is known for providing responsive cushioning and support. The silhouette features a midsole that allows for quick first step movement, a softer inner compound for underfoot rebound and superior cushioning, along with a soft-core outsole, to ensure the best technical details for players on court.

The All-Pro NITRO™ x CHRIS BRICKLEY retails for \$140 and will be available globally starting on November 22 at PUMA.com, the PUMA App, the PUMA NYC flagship store and at select Foot Locker locations.

Media Contact:

PUMA Manager of Public Relations, Basketball Global BU

Katie.reed@puma.com

PUMA

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