



MEDIA RELEASE

FOREVER FASTER: PUMA x SONIC BREAK THE SOUND BARRIER AGAIN

Herzogenaurach, Germany, February 7, 2020 – PUMA, the world's fastest sports brand, and Sonic, the world's fastest hedgehog, are once again joining forces ahead of the release of the blockbuster movie "Sonic the Hedgehog™". SEGA®'s famous blue video game character will be featured in a new collection, which plays with the designs and graphics that appear in the game and the movie.

Blending Sonic's playfulness with PUMA's sportstyle design, the **PUMA x SONIC** collection consists of the **RS-X® SONIC** sneaker in two new colorways with a semi-transparent white or black grid look, bright color pops and gold accents, available in adult and kids sizes. The collection is supplemented with the **PUMA x SONIC** hoodie in bright blue or sleek black, and the **PUMA x SONIC** tees with graphics on the front and back as well as a tee with AOP print. Completing this **PUMA x SONIC** drop, the new collection also offers matching apparel, footwear and accessories for kids, adorned with cool prints and hints of the Sonic universe.

Disrupting the speed of sound with style, the **PUMA x SONIC** collection hits the shelves globally on PUMA.com, at PUMA stores and selected retailers on February 7, while the kids' collection arrives on February 15.

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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 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

SEGA® Europe Ltd

SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA Games Co., Ltd., and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Interactive Entertainment Europe. SEGA wholly owns the video game development studios Two Point Studios, Creative Assembly, Relic Entertainment, Amplitude Studios, Sports Interactive and Hardlight. SEGA Europe's website is located at <http://www.sega.co.uk>