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Contact:
Ulf Santjer
Corporate Communications
PUMA AG
+49 9132 81 2489
ulf.santjer@puma.com

PUMA acquires Corporate Merchandising Firm Brandon Company AB

Herzogenaurach, January 12th, 2009 – Sportlifestyle company PUMA announces today that it has signed an agreement to acquire 100 percent of Corporate Merchandising firm Brandon Company AB with economic effect as of January 1, 2009. The Closing of the deal is subject to approval by the competent anti-trust authorities.

Through the acquisition of the Swedish firm, PUMA will strengthen its core business by adding complementary business in the area of Merchandising and Experience Marketing and exploiting qualitative synergies throughout all categories.

Brandon Company AB, based in Gothenburg, has specialized in branded Corporate Merchandising and Experience Marketing solutions for its clients, including blue-chip companies. Brandon employs 115 people across its offices in eight countries around the world, such as Sweden, Germany, Hong Kong, United Kingdom, and the United States.

PUMA and Brandon have already teamed up successfully in a distribution agreement for the official Volvo Ocean Race Merchandising collection since the beginning of 2008.

This acquisition represents a long-term growth opportunity for PUMA. It will have no substantial impact on PUMA's financial situation.

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PUMA is one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Peace, Creativity, and SAFE Sustainability, and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. The Black label features collaborations with renowned designers such as Alexander McQueen, Yasuhiro Mihara and Sergio Rossi. The PUMA Group owns the brands PUMA, Tretorn and Hussein Chalayan. The company, which was founded in 1948, distributes its products in

*more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong.
For more information, please visit www.puma.com*