



PRESS RELEASE

PUMA Receives Peace and Sport Award

The Best Initiatives to Foster Peace Through Sport named at Peace and Sport Awards Ceremony 2010 in Monaco

Monaco, 2 December 2010 – On December 1, 2010, PUMA received the *Award for the Best Corporate Social Responsibility (CSR) Initiative* at the prestigious **Peace and Sport Awards 2010** for its PUMA.Peace program and multilayered campaigns to support global peace. The awards ceremony was part of the 4th annual Peace and Sport International Forum in Monaco. HSH Prince Albert II of Monaco and Joel Bouzou, President and Founder of the organization, paid tribute to achievements that best embody the role of sport to promote dialogue and build bridges between divided communities. Six awards were given to recognize people and initiatives in sport, which made key contributions to social stability in the world during the previous year, at a gala event on December 1 for over 500 distinguished guests from the world of politics, sports, the private sector and civil society.

“The goal of our PUMA.Peace initiative is to create programs that foster a more peaceful world than the one we live in today,” said Jochen Zeitz, Chairman and CEO of PUMA. “Each of us can make a difference in this world as individuals, as corporations and through strategic partnerships. Moreover, at PUMA we feel that we are uniquely positioned to contribute to making the world a better place for generations to come. Our PUMA.Peace program recognizes the power of sport to bridge divides and unite people around the world through a common language. We are extremely honored to receive a Peace and Sport Award in support of our endeavors.”

PUMA works towards a better world for generations to come through the PUMAVision platform. Through the initiatives of PUMA.Peace, PUMA is providing real and practical expressions of this vision by strategically implementing long-term partnerships, creating initiatives and raising global awareness for these projects. PUMA.Peace works to inspire and educate individuals around the globe that peace is possible and utilizes sport as a vehicle to achieve this goal.

PUMA continues to raise awareness for the United Nations International Day of Peace; an annual day of global ceasefire and non-violence on September 21, and partners with the non-profit organization that inspired the days creation, Peace One Day. In 2008, PUMA.Peace and Peace One Day launched One Day One Goal, a global football movement that celebrates Peace Day with goodwill matches played around the world, and in many cases between communities previously in conflict. In 2010, over 3,000 One Day One Goal commemorative football matches were played around the globe on or around Peace Day in every UN Member State.

PUMA.Peace initiated a symbolic truce with adidas in 2009, after a 6-decade rivalry started by the companies founding brothers, as a commitment to Peace Day and to establish a new legacy of peace between the companies. The companies played a mixed One Day One Goal football match between employees, including CEOs Jochen Zeitz and Herbert Hainer, and in 2010 the town of Herzogenaurach where the companies are headquartered also joined in and put aside its history of conflict to play for the "Peace One Day Cup".

In 2010, PUMA launched a long term partnership to champion independent documentary films, with Channel 4 BRITDOC Foundation. Through the establishment of the PUMA.Creative Documentary Fund, the company will dedicate financial support, creative counsel and industry recognition to international documentary filmmakers, whose creative storytelling highlights social justice, peace and environmental issues.

PUMA.Peace will continue to develop initiatives that promote and support peace across the globe. In addition to PUMA's *Award for the Best Corporate Social Responsibility (CSR) Initiative*, five other Peace and Sport Awards were distributed last night including: the *Grand Prix for the Peace and Sport Image of the Year*, the *Award for Best Peace Project from an International Sports Federation*, the *Award for the Sports Event for Peace of the Year*, and the *Award for the*

Sports Non-Governmental Organization of the Year. Winners were selected by a jury composed of eminent figures, invested at the highest level in activities for the promotion of peace through sport.

For further information on PUMA.Peace please visit <http://peace.puma.com>

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PUMA

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 Creativity, SAFE Sustainability and Peace, and by staying true to the principles 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. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. 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 <http://www.puma.com>

PUMAVision

At PUMA, we believe that our position as the creative leader in Sportlifestyle gives us the opportunity and the responsibility to contribute to a better world for the generations to come. A better world in our vision—PUMAVision—would be safer, more peaceful, and more creative than the world we know today. The 4Keys is the tool we have developed to help us stay true to PUMAVision, and we use it by constantly asking ourselves if we are being Fair, Honest, Positive, and Creative in everything we do. We believe that by staying true to our values, inspiring the passion and talent of our people, working in sustainable, innovative ways, and doing our best to be Fair, Honest, Positive, and Creative, we will keep on making the products our customers love, and at the same time bring that vision of a better world a little closer every day. PUMAVision looks ahead to a world that is safer, more peaceful and more creative for the generations to come. Through the programs of puma.safe (focusing on environmental and social issues), puma.peace (supporting global peace) and puma.creative (supporting artists and creative organizations), we are providing real and practical expressions of this vision. For more information please visit <http://vision.puma.com>

About Peace and Sport

Peace and Sport, L'Organisation pour la Paix par le Sport is a neutral and apolitical international initiative. Peace and Sport puts sport and its structuring values at the heart of development projects led within communities in crisis around the world. With missions in post-conflict zones, areas of extreme poverty or lacking social cohesion, Peace and Sport makes sport a vehicle for tolerance, respect, sharing and citizenship at the service of sustainable peace. Supported by governments, world sport governing bodies, international organizations, major international companies in the private sector and international sports champions, Peace and Sport creates synergies between various different stakeholders to carry out four types of action: Today, Peace and Sport has operations in Cote d'Ivoire, Burundi, Israel-Palestine, Timor Leste, Colombia and Haiti. Organizing an annual International Forum (4th edition in Monaco, 1 - 3 December 2010) a Resource Centre for sport and peace, The Peace and Sport Awards, to reward individuals and initiatives contributing to peace, Locally-Based Projects; concrete actions in different regions of crisis in the world. Peace and Sport was founded by Joel Bouzou, current President of the organisation. Mr. Bouzou is an Olympic medallist, world champion of Modern Pentathlon and current Secretary General for the International Union of Modern Pentathlon (UIPM). He is also Advisor to H.S.H. Prince Albert II of Monaco. For more information please visit <http://www.peace-sport.org>