



PRESS RELEASE

PUMA signs License Agreement with Sagem to launch PUMA Mobile Phone

Herzogenaurach, Germany, 6 October 2009 – The Sportlifestyle company PUMA and French mobile communications company SAGEM Wireless have signed a license agreement with global reach to launch a PUMA mobile phone in the second quarter of 2010. The license agreement is in line with PUMA's strategy to move into new categories that complement PUMA's range of sport and lifestyle footwear, apparel and accessories. PUMA's entry into mobile leverages its innovative brand and design skill to improve mobile user experience and connect its community.

PUMA is known for launching innovative, trend-setting and sophisticated sportlifestyle collections, delivering desirable products that start in sports and end in style. These brand characteristics are all reflected in the PUMA Phone as well. It will be sold in PUMA stores and through operators.

With SAGEM Wireless, PUMA has partnered up with an experienced player in the mobile communications marketplace to build a single branded product in line with PUMA's look and feel.

Currently, PUMA has also granted licenses for the production of bodywear, socks, personal care products, eyewear, watches and bikes.

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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 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, Mihara Yasuhiro 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

Sagem Wireless

Sagem Wireless is a major player in the mobile communications marketplace. The mission of Sagem Wireless is to offer core expertise in industrial design and field-proven ability to swiftly integrate innovations and new-technology solutions (fingerprint authentication, NFC, touchscreens, Mobile TV, WiFi, and more) to operators, equipment manufacturers and fashion and luxury-sector brands enabling them to market mobile terminals geared specifically to the needs of their customers. Through its partnerships and its own R&D center, Sagem Wireless is able to mobilize R&D skills enabling flexibility on the product design while guaranteeing the highest level of quality. Learn more at www.sagemwireless.com