



PUMA Launches 100% African-sourced Peace One Day Football Collection at The African Cup of Nations 2008 in Ghana

PUMA kicks off African Championship with football collection to support Peace One Day

Ghana, Africa - January 19th, 2008. On the eve of the African Cup Of Nations 2008 in Ghana, Sportlifestyle company PUMA and the non-profit organization Peace One Day will jointly host a local children's football match to launch PUMA's Peace One Day (POD) Football Collection and the limited edition EDUN T-Shirt - with the goal that all products related to this fundraising will ultimately be sourced and manufactured in Africa.

The PUMA POD collection consists of a specific designed Peace One Day football and accessories, and will be sold world-wide from May 2008. Sales proceeds will go to the POD organization and their work in promoting an annual day of global ceasefire and non-violence, 21 September – Peace Day.

The children's football tournament will take place in Accra's Kawakudi Park. This match will initiate the POD - PUMA "One Day OneGoal" initiative, which aims to manifest football matches all over the world on Peace Day, 21 September. The teams will be created with players from different elements of the community mixed amongst each side, symbolizing cooperation, unity and the common love of football.

Jochen Zeitz, CEO and Chairman of PUMA: "We support the aim of Peace One Day and want to make a contribution to the generation of global peace on one day. Within our commitment, we have developed a special POD football collection and we are delighted to be a strong and long-term partner of this exemplary initiative."

Peace One Day began life as a film project, the vision of one man, British filmmaker, Jeremy Gilley. Launched in September 1999, Peace One Day has gained active support from governments through to individuals the world over. In 2001, Peace One Day achieved its primary objective when the UN general assembly unanimously adopted a resolution to formally establish an annual day of global ceasefire and non-violence. Peace Day -- is now fixed as 21 September each year

The POD launch in Ghana will also include the limited edition custom-designed T-Shirt by EDUN Live, a socially conscious clothing company launched in Spring 2005 by Ali Hewson and musician Bono with New York clothing designer Rogan Gregory. The company's mission is to create beautiful clothing while fostering sustainable employment in developing areas of the world, particularly Africa.

PUMA CEO, Zeitz and Peace One Day founder Jeremy Gilley share a goal for to see football matches played all over the world on Peace Day 21 September as part of the "One Day One

Goal" initiative, and in doing so raise further awareness and unite people through their love of football.

Jeremy Gilley quote "Having traveled all over the world, including many areas of conflict, I've been told time and time again that football is one of the key activities that brings people back together again in a fun and peaceful way. With the help of PUMA and the POD football and merchandise range, we will take the message of Peace Day to hundreds of millions of people over the coming years, along with a clear call to action – "What will you do to make peace on 21 September?"

| The PUMA Peace One Day football collection consists of a football, wrist band and key ring.

For further information on the PUMA Peace One Day collection and for global stockist information, please visit our website www.puma.com.