



FOR IMMEDIATE RELEASE

CONTACT: Justin Stein, Chairman

West Windsor Plainsboro Soccer Association Joins Forces with PUMA®
Sportlifestyle Brand adds Largest Youth Soccer Club to Club Portfolio

West Windsor, NJ, March 2, 2007 - The West Windsor Plainsboro Soccer Association (WWPSA), one of New Jersey's largest youth soccer clubs, today announced an alliance with PUMA North America, making the sportlifestyle brand the exclusive soccer brand for the WWPSA. PUMA's diverse network of clubs, together with its ability to fuse sport, fashion and lifestyle into a wide array of footwear, apparel and accessories will advance WWPSA's goal of providing youths and adults the opportunity to play instructional and competitive soccer at the highest level commensurate with their ability, potential and interest. PUMA will bring valuable expertise to WWPSA via its other partner clubs throughout the country and its experience working with emerging clubs. WWPSA plans to leverage this budding relationship to improve both the quality of our programs as well as the soccer experience for everyone in the club.

Partnering with the WWPSA is one of many strategic alliances PUMA will launch in 2007, as the global sportlifestyle brand continues to build momentum and expand the brand's reach in soccer. PUMA will not only outfit the teams, but will work closely with WWPSA to create events and opportunities to help expand and grow the Association. PUMA will also serve as the primary sponsor for WWPSA's annual Sunburst Tournament taking place in June 2-3, 2007 in West Windsor, New Jersey.

Founded in 1979, the WWPSA includes over 3,000 registered participants in its various programs including: competitive youth travel, recreational youth, recreational adult and competitive adult. In addition, WWPSA offers supporting activities such as: the annual Sunburst travel tournament, summer camps, specialized player development training, coach training and referee training. WWPSA is a not-for-profit corporation organized exclusively for educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code of 1986, as amended and as a non-profit corporation qualifying under Title 15A of the New Jersey Statutes Annotated.

As a global leader in technical innovation and revolutionary design, PUMA's performance soccer collections include the v1.06 and v-Konstrukt. PUMA is known for their impressive on-field presence at the 2006 World Cup with 12 teams outfitted in PUMA including the 2006 World Cup champions, SQUADRA AZZURI.

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PUMA® is the global athletic brand that successfully fuses influences from sport, lifestyle and fashion. PUMA's unique industry perspective delivers the unexpected in sportlifestyle footwear, apparel and accessories, through technical innovation and revolutionary design. Established in Herzogenaurach, Germany in 1948, PUMA distributes products in over 80 countries. For further information please visit www.puma.com.