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Press Release

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PUMA Discontinues Sales Through Discounted Retailers

BOSTON – Chief executive officer of PUMA, Frank Koch, announced a new policy about sales in a press conference today. To ensure consumers recognize PUMA as a premier athletic producer, the company will no longer sell products through discounted retailers.

By discontinuing retailer sales, Jay Piccola, PUMA’s president hopes “to position ourselves as a major athletic outlet and eventually become the lead in the industry.” The consumers will be affected by this change, however it will have a positive impact on the company. Koch says, “we want our consumers to know that once current shoes are out of the pipeline, they will not see PUMA shoes being sold at mass merchant discounters.”

This new policy is an extension to the company’s recently announced termination of their “White Box” special product and marketing program. PUMA will now attempt to target trade partners such as athletic footwear stores, sporting goods stores, and national retailers of quality footwear and apparel. By targeting these trade dealers, PUMA will position itself as the top producer of athletic apparel and footwear.

PUMA has announced that they will no longer be selling their products through discount merchants. This is to eliminate any associations with other national brands of athletic wear and distinguish themselves as a premier athletic producer. This will temporarily have a negative affect on sales volume; however, PUMA expects this update to be an overall positive change for the company.

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About PUMA: For over 65 years, PUMA has been one of the world's leading Sports Brands. The company designs, develops, sells and markets athletic footwear, apparel and accessories. It has engaged in collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring new ideas to the sports world. PUMA distributes products in more than 120 countries and employs more than 10,000 people worldwide. To join the Fastest Sports Brand in the world, please visit www.puma.com

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