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EANS-Adhoc: PUMA AG Rudolf Dassler Sport / Arbitration Ruling regarding One-Time Payment of EUR98 Million in Spain repealed

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Patents, Copyright & Trademarks

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PRESS RELEASE

Ad Hoc Release Pursuant to § 15 WpHG

Law / Arbitration

PUMA AG Rudolf Dassler Sport (ISIN: DE00069696303 WKN: 696960)
PUMA WAY 1, D-91074 Herzogenaurach

Arbitration ruling regarding One-Time Payment of EUR98 Million in Spain repealed

Herzogenaurach, Germany, 17 June 2011 - The Sportlifestyle company PUMA AG herewith declares that the arbitration ruling of 2 June 2010, allowing the vesting of all PUMA trademark rights in Spain to PUMA in exchange for a one-time payment of 98 million Euros, has been repealed by the District Court of Madrid. Its verdict of 14 June 2011 is a direct consequence of PUMA's successful appeal against the arbitration ruling.

The verdict means that PUMA is no longer bound to make the one-time payment of 98 million Euros to Estudio 2000 S.A., the former Spanish licensee and holder of the remaining rights. PUMA will continue its efforts in uniting all remaining Spanish PUMA trademarks and is considering its next steps to achieve this aim.

Pursuant to §15 WpHG PUMA herewith informs the financial markets that PUMA's payment obligation has been repealed. This ad hoc release does not constitute an offer to sell nor is it a solicitation to buy any securities.

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