



PRESS RELEASE

BIRDS TO SOAR IN NEW PUMA KIT

Johannesburg, South Africa (August 2010) – Soweto-based football giants Moroka Swallows launched their new kit at the Maponya Mall in Soweto on August 18. The v1.10 speed kit, supplied by global sports brand PUMA®, is inspired by the joy, rhythm and athleticism of Africa football and has the same design as that worn by Ghana, Algeria, Ivory Coast and Cameroon at the 2010 World Cup.

“This is the second season that the Birds will be wearing Puma kit. The new kit is exciting and has the same fit and technology that was seen at the World Cup. We are honoured to be playing in exactly the same kit that many African World Cup stars played in and we hope this will inspire our players for an exciting and successful campaign” said Leon Prins, the CEO of Moroka Swallows.

“PUMA are proud to be associated with Swallows - one of the giants of the local soccer scene - and wish them a highly successful season. We believe that our new kit design will be a hit with both players and fans,” said Brett Bellinger, the Marketing Director of PUMA SA.

PUMA went to West Africa for inspiration for the revolutionized new v1.10 collection. Inspired by the joy, rhythm and athleticism of Africa football, products from the v1.10 series have been developed and tested for super speed-enhancing performance and to boost innovative styles of play by unleashing the confidence of players, teams and fans.

Moroka Swallows open the 2010/11 PSL season away to Mamelodi Sundowns on Saturday August 28.

Please Visit: www.pumafootball.com

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Editors Note:

For more information and images related to PUMA's sponsored football teams, please visit www.pumafootballpresskit.com. Additional information and downloadable video content is also available by visiting www.digitalnewsagency.com, registering and selecting "PUMA".

PUMA

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