

PUMA scores a hat trick

Sportslifestyle brand, PUMA, last week unveiled the 2010 football kits for the 11 African teams it sponsors; announced the signing of Algeria FA to its portfolio; and was named the Official Fan Shop of the Orange African Cup of Nations Angola 2010.



Angola's home shirt

In addition to supplying the home and away kits for the National Teams (Ghana, Cameroon, Ivory Coast, Mozambique, Egypt, Tunisia, Namibia, Morocco, Angola, Senegal and Togo), PUMA will also produce licensed replica kits and fan wear, available to consumers from 10 October 2009 at select wholesale partners.

The addition of Algeria FA Les Fennecs (The Desert Foxes) to PUMA's portfolio, brings its African sponsorship roster to 12 teams.

Partnering with the African Cup of Nations (CAF)/Sportfive, the brand will have exclusive retail and licensing rights to manufacture products that carry the tournament trademark. PUMA also intends to have sales kiosks inside the stadium perimeter at all stadiums during the tournament, allowing fans attending the matches to purchase official merchandise.

"In 2010, Africa will be the centre of attention with the Orange African Cup of Nations Angola 2010 in January leading up to the World Cup in South Africa. With a powerful portfolio of eleven PUMA-sponsored African national teams, PUMA is already the most visible football brand in the Continent," said Jochen Zeitz, Chairman and CEO, PUMA AG. "We have enjoyed more than a decade of close partnership and collaboration with African football federations. Africa has a great deal to offer the international football community; next year's major tournaments will provide the perfect stage and PUMA is very proud to be a part of them."

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