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"Lightning" Bolt Strikes Again at 12TH IAAF World Championships In Athletics in Berlin, Breaking His Own World Record

Berlin, Germany (16 August, 2009) – Three-time Jamaican Olympic gold medalist and PUMA athlete Usain 'Lightning' Bolt shattered his own world record and delivered a stunning first place finish in the 100m on Sunday night at the Olympic Stadium in Berlin, cementing his title as the "Fastest Man in the World". The clear favorite, Bolt surged ahead of his components and clocked the fastest time ever recorded for the 100m race, 9.58 seconds. He edged out rivals Tyson Gay and Asafa Powell, shattering his previous record of 9.69 seconds set at the Beijing Summer Olympic Games in 2008. The Jamaican sprinter raced to victory in his custom-designed Theseus Pro sprint spike, dubbed the **PUMA YAAM**, now considered the fastest shoes in the world.

The much anticipated race was a showdown between Bolt, the United States' defending world champion, Tyson Gay, and fellow Jamaican sprinter Asafa Powell. In an intense race, Usain Bolt exploded out of the starting block and powered past the pack, running hard through the end. The crowds erupted at the finish. Bolt showed more fancy footwork when he broke out in a dance during his victory lap. Gay secured a second place finish with a time of 9:71 and Powell took third with a time of 9:84.

"This is what I've been training for all year. The shoes kept me going. I felt really good going into the race," said an ecstatic Usain Bolt just after crossing the finish line. "The weather was perfect for me. The fans gave me so much energy tonight. I just kept my focus and relaxed. It was 'game on!'"

"The excitement surrounding this race was unparalleled and the competition was as rigorous as it's ever been," said Jochen Zeitz, CEO and Chairman of PUMA AG. "Everyone was at the top of their game. But to see Usain light up the track as he did and emerge with a 9.58 finish, shattering his own world record...it's a moment that will live in history. Usain continues to push the limits of speed and power, in his uniquely joyful style. A lot of energy went into the creation of the PUMA YAAM spike he wore on track. Clearly, we've found the right formula for a winning shoe. We are thrilled to have Usain as part of our PUMA family and congratulate him on his #1 finish and new world record."

The PUMA YAAM sprint spike that propelled him to victory was developed by a team of PUMA designers and technicians who studied and measured Bolt's stride and foot form. With this information and ongoing track-testing, they created a custom-made sprint spike that best suits

Usain's unique body kinetics. The vibrant orange color was chosen to contrast Olympic Stadium's signature blue track. The shoe is designed to provide power, speed and stability. The "engine" of the shoe is a carbon plate, which adds speed and power but no weight. PUMA has also designed an athletic, low-profile version of Usain's signature track spike, called the **PUMA STREET YAAM**, which will be available at select retail locations later in the year.

Also making its debut in Berlin are the "Bolt Arms," PUMA's custom-designed fan accessory that mimics the athlete's famous "Lightning Bolt" victory pose from the 2008 Beijing Olympics. Viral videos of the Foam Arms in action can be viewed at www.pumarunning.com.

On August 23rd, at the conclusion of the World Champs, PUMA will take over the YAAM, a popular Caribbean lounge on the banks of the Spree River for a vibrant Jamaican-themed party that's open to the public, via ticket sales. Live music, dancing, food and special athlete appearances will make it an occasion to remember. On the heels of the YAAM party, Usain Bolt is scheduled to make a brief appearance to sign autographs at the PUMA Flagship Store, located at Tauentzienstrasse, 18 in Berlin on Monday, August 24 at 14:00. For more information, visit www.pumarunning.com

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