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**PUMA & WARNER BROS LAUNCH *TOM AND JERRY***

**AND *SUPERMAN* COLLECTIONS ACROSS EUROPE**

**LONDON** – **27th January 2015** – Global Sports Brand **PUMA**, in partnership with Warner Bros. Consumer Products (WBCP), is proud to announce the retail debut of its range of co-branded apparel, accessories and footwear collections for the iconic Warner Bros. entertainment brands **Tom and Jerry** and DC Comics Super Hero **Superman.**

The *Tom and Jerry* children’s collection is now available to buy globally (except for Chile) at PUMA stores, PUMA ecommerce sites, department stores, sports retailers and specialty stores. The *Superman* kids’ collection is available worldwide (except US and Canada).

The products are proving to be an instant hit with Tom & Jerry and Superman fans who have embraced the cool graphic designs that combine fun and entertainment with lifestyle and sports functionality.

PUMA’s Spring Summer 2015 *Tom and Jerry* children’s collection spans infant to teens and features on-trend trainers, t-shirts, shorts, sweat jackets, headwear, swimwear and bags. Its *Superman* collection, which includes styles based on *Superman*, *Supergirl* and *Superbaby*,includes fun hero products like the innovative Superman caped backpack.

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SUPERMAN, SUPERGIRL and all related characters and elements are trademarks of and © DC Comics.

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**About Warner Bros. Consumer Products**

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

**About DC Entertainment**

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner.  DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world.

**About PUMA**

PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Tretorn, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)