



WE'RE KICKIN' IT OLD SCHOOL - BOYYEEEE!

Foot Locker and PUMA® celebrate YO! MTV Raps with special limited edition sneakers

September - Let's face it; rap hasn't been the same since *YO! MTV Raps* was taken off the air. The rhymes, the flavour, the lyrics, the beats, and of course, the style, were all iconic. It was more about the art, and less about the bling. Among others, Doug E. Fresh and DJ Cash Money, fathered the Golden Age of Hip-Hop.

Foot Locker and PUMA® will honour these two artists and *YO! MTV Raps*, with a collection of fresh sneakers in typical PUMA style launching exclusively in Foot Locker from the 14th September. Using the signature PUMA Suede silhouettes – a style embraced by hip-hop and street culture in the late 70's, 80's and early 90's – Foot Locker and PUMA have created two exclusive styles specific to each artist, Doug E. Fresh and DJ Cash Money. True to the sneaker culture of the time, each sneaker demands attention with eye-catching colours, the famed *YO!* logo on the tongue and heel and unique call outs to each artist.

The exclusive to Foot Locker Doug E. Fresh sneaker takes inspiration from the song “All the Way to Heaven” by Doug E. Fresh. The song title appears on the sock liner, with gray and blue clouds covering the body of the Suede. The sneaker also features a patent leather PUMA form stripe with baby blue stitching, the *YO!* logo on the tongue and the heel, the special *YO!* shoe lace, and “Doug E” on the right tongue, and “Fresh” on the left.

DJ Cash Money is arguably the world's most successful DJ. From Philadelphia, this turntable legend's unique style has earned him Billboard charting singles and a place in the DMC-Technics Hall of Fame. Fitting to his name, the exclusive to Foot Locker Suede's are covered with dollar signs, accented with a hunter green patent leather PUMA form-stripe, green laces, and “DJ Cash” on the right tongue, and “Money” on the left.

Making a special one time only appearance and gig at Foot Locker Doug E. Fresh and DJ Cash Money will be in store in (Les Halles, 4-6 Rue Pierre Lescot on the 14th September from 3pm) (363-367 Oxford Street on the 15th September from 3pm). The event will include the launch of the new products and give-invited guests the chance to experience the essence of the project for themselves.

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About Foot Locker

With almost 4000 retail outlets around the globe, Foot Locker is the world's largest sports fashion retailer. What makes Foot Locker different and so loved by its consumers is the passion for sneakers it shares with them and the deep understanding of their expectations in sports fashion. It is that shared passion that makes of Foot Locker the expert on sneakers and sneakers culture. Thanks to that shared passion; Foot Locker can provide the latest and greatest in sports fashion selecting only the best and most exclusive designs from the hottest brands. That's why Foot Locker is the place where Sneaker People can experience innovation, exclusivity and style.

Foot Locker was first introduced to the retail marketplace in 1974 and has since grown to over 4000 retail outlets worldwide. Its international expansion began in 1980 when it opened its first store in England. Since then Foot Locker has opened stores throughout Europe, Canada and the Asia Pacific Region. With more than 500 retail outlets in 18 countries across Europe, Foot Locker is uniquely placed as the only pan-European sports fashion retailer.