

PUMA partner with Planet Fitness

PUMA has signed a partnership agreement with Planet Fitness, starting from 1 January 2014. The contract will see all Planet Fitness staff kitted out in PUMA's latest fitness and running ranges, as well as offering Planet Fitness members various discounts on product.

PUMA will brand selected areas throughout Planet Fitness clubs and run assorted promotions for its members. The first promotion will be the travelling PUMA Test Run, taking the latest running shoe technology to selected Planet Fitness clubs so that members can wear-test the products before making a buying decision. In addition, PUMA will offer all Planet Fitness members a discount of 10% off all PUMA products purchased through PUMA stores.

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