



From Left: **GTX CORP's** GPS-enabled running shoe provides the wearer with constant location-tracking capabilities.



## PPR/Puma Deal Gets High Marks, But Price an Issue

**NEW YORK** — Puma is proving just how valuable it really is.

French conglomerate PPF SA last week announced its intention to buy Puma after purchasing a 27 percent stake in the company, and most market watchers applauded the pairing.

But the Swiss Group owner might have to pay a bigger premium than expected — and the process could get arduous.

As Puma's shares spiked following a post announcement on Tuesday about the minority stake sale by Hefliger, a private equity firm, PPF said it is also planning a voluntary tender offer for the firm's remaining

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As fall shows go-to tech, incorporating GPS technology and MP3 players, it's clear the future is now. Here, the Adidas Adizero Future trainer with SENSE technology and shockwave and switch control. Both feature heart rate, speed and distance tracking capabilities.

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