



EMBARGO MAY 1st, 2013

COBRA RELEASES LIMITED EDITION AMP CELL™ PRO DRIVER – WHITE/BLUE/RED

MyFly™ and SmartPad™ Technology Provides Unmatched Performance

CARLSBAD, CA (MAY 1st, 2013) – It's almost time for another Major and COBRA Golf is celebrating by bringing golfers a fresh new color to our AMP CELL Pro Driver - the Limited Edition AMP CELL™ Pro Driver - White/Blue/Red. An AMP CELL Pro head complete with MyFly™, SmartPad™, E9 Face Technology™ and Advanced Material Placement is paired with an Aldila RIP® Phenom® shaft, LE Headcover, and LE Wrench.

Starting on June 1st, 600 of the Limited Edition Drivers will be available at select golf retailers globally. Each driver is marked with a '1 of 600' decal on the sole for authenticity.

"We love driving excitement around our brand with Limited Edition products," commented Jose Miraflor, Director of Product Marketing, COBRA. "The golfing community is so patriotic, especially around the U.S. Open® – we felt it was the perfect time to introduce a Limited Edition color to our AMP CELL Pro Driver line – complete with our innovative technology platforms: MyFly, SmartPad, Advanced Material Placement and E9 Face."

MyFly Technology offers a simple solution for golfers to optimize trajectory and distance. The AMP CELL Pro Driver can be adjusted to the following lofts with a simple wrench; 7.5°, 8.5°, 8.5° Fade, 9.5°, 9.5° Fade and 10.5°. With MyFly, golfers can now customize their club based on swing speed (typically higher lofts for slower swing speeds and lower lofts for faster swing speeds), weather (lower lofts to reduce trajectory and spin on windy days) and course conditions (higher lofts for increased carry for soft course conditions).

Unlike other drivers that require a golfer to adjust the sole plate after adjusting loft for a square face, COBRA's proprietary SmartPad technology delivers a square face at address regardless of loft setting and still allows for workability to slightly open or close the face as desired.

COBRA's E9 Face Technology™ with dual roll provides an elliptical face shape with a canted bulge and roll that improves distance and accuracy on mis-hits from heel to toe and above and below the centerline. Advanced Material Placement™ and Cell technology work together to enable a 12% larger elliptical E9 Face shape to deliver faster ball speeds and high MOI (moment of inertia) on mis-hits. The Cell technology

saves and redistributes weight in a granular way and is visible on the drivers in the Cell band which wraps around to the crown. This wrap also visibly shows a golfer where the weight is distributed, with the Driver having a CG optimized for low handicap players.

The Limited Edition AMP CELL Pro Driver - White/Blue/Red (MAP \$499) is available in right handed models with MyFly technology which allows the driver you purchase to be adjusted from 7.5° to 10.5° loft settings, including 8.5° and 9.5° fade settings. It is available in Stiff and Regular flexes and features an Aldila RIP Phenom shaft. The grip and Limited Edition Headcover and Wrench match the head of the driver a patriotic White/Blue/Red color scheme.

The Limited Edition Driver will be available on June 1st, 2013. To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>

www.cobragolf.com



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About COBRA PUMA GOLF

COBRA PUMA GOLF is a corporate division of PUMA North America and combines two strong brands that provide a full range of offerings to the golf industry. COBRA PUMA GOLF is an inclusive company for golfers of all abilities, attitudes and styles who enjoy the game. The portfolio includes COBRA Golf's high performance drivers, fairways, hybrids and irons, as well as PUMA Golf's sport and lifestyle footwear, apparel and accessories for both men and women. Fusing performance and style, COBRA PUMA GOLF brings a focus on innovation, technology, compelling design and superior performance with an edge to the global golf marketplace. COBRA PUMA GOLF is a part of PUMA SE, one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. For more information, visit puma.com/golf and cobragolf.com