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COBRA Launches AMP CELL™ Pro Irons to Bring Better Golfers Tour Level Performance

AMP CELL Pro Irons Provide Better Players with Precision, Workability and Unmatched Performance

CARLSBAD, CA (January 1, 2013) – COBRA Golf is launching the AMP CELL Pro Irons; a pro level iron designed for the better player. The AMP CELL Pro Irons have been designed in collaboration with COBRA's Tour ambassadors. Using Rickie Fowler's Prototype AMP Pro Irons, COBRA engineers worked together with players like Rickie Fowler, Ian Poulter and Jonas Blixt to adjust and refine the irons, resulting in the all new AMP CELL Pro Irons, providing exceptional feel, precision, workability and looks in one package.

"We are extremely excited to bring the AMP CELL Pro Irons to the market," said Bob Phillion, President. "Our engineers worked with COBRA Tour players all over the world to understand specific needs and used their feedback in the development of the AMP CELL Pro Irons. In the end we had great looking clubs with optimal flight and trajectory control that will work for our Tour ambassadors as well as better players around the world."

The AMP CELL Pro Irons feature forged carbon steel with an aligned grain structure with tight tolerances for Tour performance precision and feel. The Tour inspired blade shape and profile gives better players optimal workability for improved flight and trajectory control. The AMP CELL Pro Irons also feature advanced material placement at a granular level. The internal cell structure enables more weight movement and precise CG placement for each iron. The design and technologies of the AMP CELL Pro Iron work together to meet the needs of the more demanding golfers.

"Our new AMP CELL Pro Irons are designed for low handicappers who truly want a Tour Player set of irons in their bag," said Tom Preece, Vice President of Research and Development. "The forging process provides exceptional tolerance control and produces that soft, buttery feel that better players demand".

The COBRA AMP CELL Pro Irons (MAP \$899) are available in right and left handed models in a 3-P set with 2 irons and GW available through custom orders. The set transitions from cavity back long irons to muscle back short irons. An all muscle back set is available through custom orders. The set comes stock with True Temper® Dynamic Gold® S300 shafts and Golf Pride® Multi Compound Cord Grips.

The AMP CELL Pro Irons will be available in the United States on April 1st, 2013. To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>

The AMP CELL Pro Irons are not alone. AMP CELL Drivers, Pro Drivers, Fairways and Hybrids feature MyFly technology and are available in four colors, Barbados Red, Silver, Vibrant Orange and Directoire Blue (men's). Learn more about the AMP CELL Family of products here <http://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