



EMBARGO MARCH 4th

COBRA RELEASES AMP CELL LIMITED EDITION - GREEN DRIVER JUST IN TIME FOR SEASON OPENER

MyFly™ and SmartPad™ Technology Provides Unmatched Performance

CARLSBAD, CA (MARCH 4th, 2013) – It's almost time for the first Major of the year and COBRA Golf is celebrating by bringing golfers the AMP CELL Limited Edition – Green Driver. An AMP CELL™ head complete with MyFly™, SmartPad™, E9 Face Technology™ and Advanced Material Placement, is paired with a Diamana D+ Series (White Board) shaft, LE headcover, LE wrench and, of course, is being released in 'Season Opener Green.'

Starting on March 15th, 1,800 of the Limited Edition Drivers will be available at select golf retailers globally. Each driver is marked with a '1 of 1800' stamp on the sole for authenticity.

"We are aiming to be the most desirable brand in golf," commented Jose Miraflor, Director of Product Marketing, COBRA. "It's one of the most exciting times of the golf season and this Limited Edition Driver builds off of that energy. With all of our game changing technology, like MyFly and SmartPad, we are bringing game enjoyment to golfers everywhere,- the added desirability of a Limited Edition Driver for the first Major is exciting for our consumers."

MyFly Technology offers a simple solution for golfers to optimize trajectory and distance. The Driver can be adjusted to the following lofts with a simple wrench; 8.5°, 9.5°, 9.5° Draw, 10.5°, 10.5° Draw and 11.5°. With MyFly, golfers can now customize their club based on swing speed (higher lofts for slower swing speeds and lower lofts for faster swing speeds), weather (lower lofts to bring ball flight down on windy days) and course conditions (higher lofts for more carry).

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-mid handicap players.

The AMP CELL Limited Edition – Green Driver (MAP \$399) is available in right handed models with My Fly technology which allows any driver you purchase to be adjusted from 8.5° to 11.5° loft settings, including 9.5° and 10.5° draw settings. It is available in Stiff and Regular flexes and features a Diamana Blue Board Shaft . The grip and Limited Edition Headcover and Wrench match the head of the driver in Season Opener Green.

The Limited Edition Driver will be available on March 15th, 2013. To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>

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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