



Iconic PUMA® Clyde Shoe Tees Off This Spring

PUMA® Golf Introduces the PG Clyde, a Throwback to PUMA's Heritage Shoe

CARLSBAD, CA (October 15, 2012) – [PUMA Golf](#) today announced the PG Clyde—a nod to PUMA's iconic Clyde Shoe—as part of the PUMA Golf Spring/Summer 2013 Footwear Collection. Appropriate for a wide range of golfers from young up-and-comers to those who remember wearing the Clyde when it first gained notoriety back in the '70s. The golf version combines style and technology for a shoe that delivers the ultimate in performance and is made to be worn on *and* off the greens.

Originally designed as a basketball shoe and named after seven-time all-star Walt "Clyde" Frazier, PUMA's heritage shoe combines the perfect mix of performance and style. The definition of cool, Frazier was known in the '70s as a style maverick, often rocking wide-brimmed hats and custom suits, but he always finished off his look with a pair of PUMA Clyde's.

Today, PUMA Golf is taking the Clyde and giving it a twist equipped for the course, with a soft full grain leather upper, complete with one-year waterproofing, that provides a stylish yet protective exterior. The shoe also boasts EverFoam™ cushioning, a special slow recovery foam strategically positioned for a fit that adjusts to the unique contour in the heel. Evertrack® technology means the shoe is constructed with long lasting, high abrasion resistant rubber in the shoe's outsole areas, preventing strong wear off. A decoupled heel combines with flex grooves for a smooth first impact and roll off from heel to toe, and S²QuillTec® spikes and deep flex grooves provide comfort, traction and flexibility. And of course, it wouldn't be the PG Clyde without its recognizable "Clyde" signature, which is displayed on the shoe's side.

From hanging out at a backyard barbecue to enjoying a round of 18, the PG Clyde proves that street style can, in fact, be taken to the course. Available in five killer color combinations—including Vibrant Orange/Evening Blue and Black/Blue Atoll—the PG Clyde has a suggested retail price of \$100 and will be available at golf retailers beginning November 15, 2012.

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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