

**EMBARGO JAN. 21, 2014**

PUMA® GOLF STEPS INTO 2014 WITH NEW BIOFUSION SPIKELESS MESH

*Latest LiteStyle™ Addition Ushers in Next Generation of Golf Footwear*

**CARLSBAD, Calif. (Jan. 21, 2014)** – Today, [PUMA Golf](http://www.cobragolf.com/pumagolf) introduced the BIOFUSION Spikeless Mesh, an even lighter weight, spikeless version of the BIOFUSION Tour, the latest shoe from the brand’s 2014 Pro Collection created for its Tour players. Designed to change the way golfers think about footwear, the new LiteStyle™ shoe is extremely flexible while still remaining ultra-supportive. The sleek and stylish waterproof mesh shoe provides long-lasting durability and comes with a one-year waterproof guarantee.

“The BIOFUSION Spikeless Mesh is a more versatile version of the BIOFUSION Tour,” said Grant Knudson, footwear manager, PUMA Golf. “Designed on a completely new anatomical last, the shoe provides ultimate fit, performance and comfort through all 18 holes. Plus, its spikeless silhouette, wrapped in our new waterproof mesh, is designed for wear off the course, as well.”

Helping golfers stay cool and protected through any weather, the shoe’s upper features PUMA Golf’s waterproof mesh, offering a more breathable alternative to traditional waterproof styles for an athletic fit and feel. Everfoam, a special slow-recovery memory foam, is also strategically placed for a fit that adjusts to the contours of the foot.

An OrthoLite™ Sockliner in the midsole provides a comfortable fit, durability and optimized air circulation, along with antimicrobial materials designed to reduce odor. Carbon rubber in the shoe’s outsole ensures an excellent grip and long-lasting durability, while SmartQuill technology delivers increased traction and also contributes to the shoe’s grip during swing.

“I absolutely love the look and feel of the BIOFUSION Spikeless Mesh,” said Jonas Blixt, COBRA PUMA GOLF Tour professional. “It’s a great performer on the course that allows me to really grip the ground through my swing. At the same time, it’s a cool style I’ll definitely be rocking off the course.”

The BIOFUSION Spikeless Mesh is just one of the [LiteStyle](http://www.cobragolf.com/pumagolf/litestyle) footwear products on display at the 2014 PGA Merchandise Show, happening now through Friday, Jan. 24 in Orlando. Attendees can stop by Demo Day today at tee No. 8, or the COBRA PUMA GOLF booth—No. 1124—tomorrow through Friday, to check it out in person.

The BIOFUSION Spikeless Mesh ($120) is available in three killer color combinations—Fluo Yellow/Black/White, Tradewinds/White/Lime Green and Black/White/Vibrant Orange—and hits golf retailers starting March 1. For more information on the shoe, along with PUMA Golf’s entire product line, please visit [www.cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf). Follow us on Facebook at [www.facebook.com/pumagolf](http://www.facebook.com/pumagolf) and on Twitter at [@pumagolf](http://www.twitter.com/pumagolf).

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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 SportLifestyle and SportLux footwear, apparel and accessories to help golfers Look Better. Feel Better. Play Better. 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 [cobragolf.com](http://www.cobragolf.com) and [cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf).