

**FOR IMMEDIATE RELEASE**

**PLAY LIKE A PRO WITH COBRA’S NEW BIO CELL PRO DRIVER**

*MyFly8 and SmartPad Technology Combined with Lower CG Provides Ultimate Distance and Unmatched Power*

**CARLSBAD, Calif. (May 28, 2014)** – Today, [COBRA Golf](http://www.cobragolf.com/), a leader in golf club innovation and performance, announced the release of its BiO CELL Pro Driver – a revolutionary new driver featuring a lower center of gravity designed to help golfers Go Loooong off the tee.

Adding to the Tour-inspired family of clubs, the BiO CELL Pro Driver is engineered to deliver even more driving distance and workability. The key to increased distance is the extremely low center of gravity (CG) that promotes faster ball speeds, lower spin and a higher launch. The low CG combined with a compact 440cc head, allows golfers to achieve a better ball flight and longer shots off the tee. The all-titanium, 440cc head delivers a solid feel at impact that better player’s desire.

“This Pro Driver was designed for golfers with a strong swing that yields high launch and high spin,” said Jose Miraflor, director of product marketing. “To help these golfers play at their best, we created the BiO CELL Pro Driver, our lowest CG ever to deliver unmatched distance and performance.”

In addition to the low CG, the Pro Driver also utilizes COBRA’s game-changing MyFly8 adjustable loft technology that allows golfers to choose from eight loft/trajectory settings (7.0°, 7.5°, 8.5°, 9.5°, 10.0° and three fade settings: 7.5°, 8.5° and 9.5°) while SmartPad delivers a square face at address regardless of loft/trajectory setting. BiO CELLS combined with E9 Face technology work to remove weight from the face, and reposition it low and back to deliver increased distance.

The BiO CELL Pro Driver (MAP $399) is available in right handed models in regular, stiff and x-stiff, and features a Lamkin – ACE 3Gen 360 Grip along with a Matrix Red-Tie 6Q3 shaft. Golfers can also choose from one of two custom shaft options at no upcharge – the Diamana D+ 72 or the PXV Tour 52. Sticking with the customization golfers have come to know and love from COBRA, the BiO CELLPro Driver in three color options—Black, Blue Aster and Vibrant Orange.

The BiO CELL Pro Driver joins the BiO CELL+ and BiO CELL as part of a complete Tour-inspired series. This driver was inspired by Rickie Fowler, who has been testing and playing this driver for the past few months.

**BIO CELL FAMILY COMPARISON:**

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|  | **BiO CELL PRO** | **BiO CELL +** | **BiO CELL** |
| **Size** | 440cc | 440cc | 460cc |
| **Loft Range** | 7.0° - 10° | 8.0° - 11° | 9.0° - 12° |
| **Face Height** | 52.5mm | 54mm | 53mm |
| **Trajectory** | Medium | Medium High | High |
| **Spin** | Very Low | Low | Low |
| **Directional Bias** | Fade | Slight Fade | Slight Draw |
| **Design** | Better Player – Tour | Better Player | Game Improvement |

A limited number of Pro drivers will be available at select retail stores on May 1, 2014.

To learn more about the BiO CELL Pro and COBRA’s full suite of products, please visit [www.cobragolf.com](file:///C%3A%5CUsers%5Ctshaffer%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C9HDM78QD%5Cwww.cobragolf.com). To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>.

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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 [cobragolf.com](http://www.cobragolf.com) and [cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf).