

**DRAFT**

Go LooooongTM: COBRA Introduces Tour-Inspired BiO CELL+ Fairways

**Carlsbad, Calif. (Jan. 15, 2014)** – Today, [COBRA Golf](http://www.cobragolf.com) announced the release of its [BiO CELL+ Fairways](http://www.cobragolf.com/bio-cell-plus-fairway), featuring a tour-inspired compact head design with eight tour-loft/trajectory settings to deliver fine-tuned distance with workability and control.

“In an effort to continually improve upon our top-performing products, we worked in collaboration with some of our Tour players to design the club head on our BiO CELL+ Fairways,” said Jose Miraflor, director of product marketing at COBRA Golf. “The clubs have a great look and feel and are purpose-built to deliver exactly what Tour-level players need.”

The BiO CELL+ Fairways (MAP $249) are available for pre-order now at [www.cobragolf.com](http://www.cobragolf.com) and will begin shipping Feb. 7. Features include:

* **MyFly8™ Technology with SmartPad™** – Golfers can choose from eight simple adjustable loft/trajectory settings to dial in maximize distance, manage trajectory and optimize yardage gaps on any course and any conditions. SmartPad delivers a square face at address with any Loft/Trajectory Setting.
* **High Strength Face Insert and E9™ Face Technology** – The thin forged high strength steel face insert~~s~~ on the BiO CELL+ Fairways offer Driver-like construction, enabling greater face flex for faster ball speeds and improved distance. The E9 Face delivers a square at address face with any loft setting.
* **Tour-Proven Head Design with a Low Forward CG**– A compact, pear-shaped head design—the result of collaborating with COBRA Golf Tour players—delivers a lower center of gravity for greater distance and trajectory control.
* **Custom shaft options** – Features a Matrix Red-Tie 6Q3 shaft and golfers have the option to custom order a custom shaft with no upcharge. The custom shaft options are; Diamana D+ White Board 72 shaft and Project x PXv Tour 53gram shaft.

The BiO CELL+ Fairways are available in right-handed 3-4F and 5-7F models and feature a Lamkin – ACE 3GEN 360 grip. They are expected to have a presence in the bags of COBRA PUMA GOLF including Rickie Fowler, Ian Poulter, Lexi Thompson and Jesper Parnevik throughout the 2014 season.

The BiO CELL+ Fairways join the [BiO CELL+ Driver](http://www.cobragolf.com/bio-cell-plus-driver) and BiO CELL+ Irons as part of COBRA’s 2014 product offerings. To learn more about the BiO CELL+ series and COBRA’s full suite of products, please visit [www.cobragolf.com](file:///C:\Users\tshaffer\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\9HDM78QD\www.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 [pumagolf.com](http://www.pumagolf.com) and [cobragolf.com](http://www.cobragolf.com).