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PUMA® GOLF INTRODUCES TITANTOUR: DESIGNED TO BE THE “COOLEST” SHOE IN GOLF

*Featuring Revolutionary Temperature-Regulation Technology along with Tour Performance and Maximum Comfort*

**CARLSBAD, Calif. (January 13, 2015)** – PUMA Golf, a leader in footwear innovation and design, has announced the release of the new TITANTOUR golf footwear. Designed to be the coolest shoe in golf, the TITANTOUR features revolutionary, temperature-regulating Outlast® Technology along with a sleek, eye-catching silhouette for a tour performance golf shoe with industry-leading comfort and style.

Outlast Certified Space Technology™ was originally developed for NASA to maintain a comfortable temperature in spacesuits and now, PUMA Golf brings this technology to the golf course with TITANTOUR. The strategic placement of Outlast in the sockliner top cloth is designed to proactively manage heat while controlling the production of moisture before it begins. Foot temperature is regulated through phase-change materials that absorb, store and release heat for optimal thermal comfort.

“Once again, we are pushing the limits of footwear innovation and style. The TITANTOUR provides even greater comfort for the golfer by proactively regulating heat and reacting to changes in conditions and foot temperature,” said PUMA Golf Head of Footwear Grant Knudson. “The fit, feel and performance of the new TITANTOUR shoes are specifically designed to meet the needs of all golfers at the highest level.”

The TITANTOUR also features PowerFrame Technology – an ultra-thin TPU frame encases the EVA midsole for lightweight strength, extreme durability, increased flexibility and superior traction, combined with external TPU Heel Support, to provide greater stability and ground contact for additional force and power during a swing.

Combining performance with style, the upper touts a sleek design that is made of full-grain, ultra-premium leather for a soft feel and sophisticated look while PowerVamp across the forefoot reduces stretch over time and provides increased stability. The upper and insole come equipped with ShapeLock memory foam for a customized fit, long-lasting comfort and cushioning with every step.

“The new TITANTOUR shoe provides all the performance, comfort, cooling and support that I need in a golf shoe, but better yet it has a look and feel that really fits my style on course,” said COBRA PUMA GOLF Tour Professional Rickie Fowler. “PUMA Golf continues to make shoes that help me perform on Tour and keep me one-step ahead of my competition.”

New, low-profile Stealth cleats utilize K5 for long-lasting abrasion resistance, while strategically placed walls of secondary traction surround and work with the removable cleats for unrivaled traction and stability. The outsole features anatomically positioned flex grooves that allow the foot to move naturally while providing the necessary support.

The TITANTOUR ($220) is available in seven color combinations—Black-White; White-Vibrant Orange; White-Strong Blue; White-Gray Violet; Brown-Mustang; White-Black and the new Flash colorway, made of reflective material. All colors hit golf retailers starting February 1, 2015 and offer a two year waterproof guarantee.

Also new is the TITANLITE ($120), which utilizes the same Outlast technology as the TITANTOUR, with a waterproof, Microfiber leather upper for lightweight durability and comfort. The Molded EVA Sockliner works to provide a molded fit for long-lasting comfort and the Carbon Rubber outsole provides excellent support and durability. TITANLITE will also be available in store 2/1 in five colorways: White-Black, White-Black-Vibrant Orange, White-Chestnut-Black, Limestone Grey- Steel Greg-Strong Blue, and Black-White.

For more information on these shoes, 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 sport lifestyle 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).