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PUMA® GOLF MAKES EAGLE WITH AUTUMN/WINTER 2013 APPAREL AND ACCESSORIES

Brand Injects Color, Fashion, and PUMA CELL Technology for Pro Looks On and Off the Greens

CARLSBAD, Calif. (June 1, 2013) – The [PUMA Golf](#) Autumn/Winter 2013 collection pushes the boundaries of golf and fashion with colors, patterns and [PUMA CELL](#) to help golfers of all abilities transition into the cool fall season in fresh style. Seen on professionals including [Rickie Fowler](#), [Lexi Thompson](#), [Jonas Blixt](#), [Jesper Parnevik](#) and more, PUMA Golf delivers the most current trends in quality pieces that can be worn both on and off the course.

A system of performance benefits that enhance human performance, CELL provides golfers with benefits that are inspired by nature and help golfers Look Better. Feel Better. Play Better. in any environment. Select styles include warmCELL, dryCELL, coolCELL, windCELL, or stormCELL, each designed to provide a unique set of benefits to the golfer. Hues of Limeade, Brilliant Blue, Vibrant Orange, Fiery Red, Very Berry and Heliotrope define the Autumn/Winter 2013 collection and deliver the playful and adventurous color palate PUMA Golf is known for.

Key styles this season for men include the Tech Stripe Polo and Golf 5 Pocket Tech Pant, both with dryCELL moisture-wicking fabric, UV protection, and, a healthy dose of Rickie Fowler-type swagger. Key styles for women include the Printed Pattern Polo with dryCELL and **drirelease**®, designed to pull moisture away from the body and into fabric, where synthetic fibers will help the garment to dry quickly. Another must-have for women is the Graphic Pleated Skirt which combines dryCELL and UV protection in a pleated, preppy- chic silhouette.

For those wanting to extend their PUMA Golf style beyond just apparel, look no further than the Faas Lite Mesh, PUMA Golf's newly-released, spikeless footwear addition—and the lightest shoe in golf—designed to take golfers from the street to the course in maximum comfort and trend-setting style.

The first collection from Autumn/Winter 2013 will be available in select golf retail shops in the U.S. starting June 1.

Watch PUMA Golfers like Rickie Fowler, Lexi Thompson, Jonas Blixt and Blair O'Neal rocking their gear in style at www.puma.com/golf.

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#NatureofGolf



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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 sport lifestyle companies that designs and develops footwear, apparel and accessories. For more information, visit puma.com/golf and cobragolf.com