



FOR IMMEDIATE RELEASE

**COBRA Launches AMP CELL™ Drivers.
One Driver. Six Settings. Four Fresh Colors.**

MyFly™ and SmartPad™ Technology Provides Unmatched Performance

CARLSBAD, CA (September 24th, 2012) – COBRA Golf is bringing something juicy (again!) with the launch of the AMP CELL and AMP CELL Pro Drivers. Unlike any other driver available in the market, the AMP CELL and AMP CELL Pro Drivers feature COBRA's new breakthrough MyFly technology, allowing golfers to select from 6 different loft/trajectory settings (in one club) for optimized performance and distance based on a golfer's swing or weather and course conditions. In addition to MyFly technology, COBRA is reaffirming its status as the first club manufacturer to offer a choice in color by creating the AMP CELL Driver in four fresh colors - Silver, Directoire Blue, Barbados Red and Vibrant Orange.

"The AMP CELL Driver offers golfers the adjustability, innovation, customization and choice they want but have not been able to get - until now," said Bob Phillion, President. "We are taking adjustability to another level with our MyFly technology, offering 6 different loft/trajectory settings golfers can change to adapt to their swing or playing conditions. The technology combined with the color choice reaffirms COBRA's positioning as a performance driven brand infusing more joy into the game."

MyFly Technology offers a simple solution for golfers to optimize trajectory and distance. The AMP CELL Driver can be adjusted to the following lofts with a simple wrench; 8.5°, 9.5°, 9.5° Draw, 10.5°, 10.5° Draw and 11.5°; and the AMP CELL Pro can be adjusted to 7.5°, 8.5°, 8.5° Fade, 9.5°, 9.5° Fade and 10.5°. Golfers can now customize their club based on swing speed (higher lofts for slower swing speeds and lower lofts for faster swing speeds), weather (lower lofts to bring ball flight down on windy days) and course conditions (higher lofts for more carry).

The AMP CELL and AMP CELL Pro take adjustability a step further with SmartPad technology. Unlike other drivers that require a golfer to adjust the sole plate after adjusting loft for a square face, COBRA's proprietary SmartPad technology delivers a square face at address regardless of loft setting and still allows for workability to slightly open or close the face as desired.

COBRA's E9 Face Technology™ with dual roll is used in the AMP CELL and AMP CELL Pro Drivers for an elliptical face shape with a canted bulge and roll that improves distance and accuracy on mis-hits from heel to toe and above and below the centerline.

Advanced Material Placement™ and Cell technology work together to enable a 12% larger elliptical E9 Face shape to deliver faster ball speeds and high MOI (moment of inertia) on mis-hits. The Cell technology saves and redistributes weight in a granular way and is visible on the drivers in the Cell band which wraps around to the crown. This wrap also visibly shows a golfer where the weight is distributed, with the AMP CELL Driver having a CG optimized for low-mid handicap players, the AMP CELL Pro using a lower, more neutral CG position for better players and the AMP CELL Offset have a heel-biased CG for slice correction.

Taking choice and customization one step further, COBRA is offering the AMP CELL Driver in four fresh colors; Directoire Blue, Silver, Vibrant Orange and Barbados Red. The AMP CELL Pro is offered in Vibrant Orange and Silver. The sole of the club features a curved Cell band in the featured color and the crown of the club is the solid featured color. In the AMP CELL, the white Fujikura Fuel shaft features an edgy paint splatter graphic.

The AMP CELL Driver is also available in an offset model designed to help tame a slice. The offset design offers the golfer more time to square the face at impact and provides more heel-biased weighting to help hit straighter drives. The AMP CELL Offset Driver features an MRC COBRA AMP Shaft and a Lamkin COBRA REL grip. The Offset model is Revolver Grey with hints of Barbados Red.

The COBRA AMP CELL Driver (MAP \$299) is available in both right and left handed models with My Fly technology which allows any driver you purchase to be adjusted from 8.5° to 11.5° loft settings, including 9.5° and 10.5° draw settings. It is available in Stiff, Regular and Lite flexes and features a Fujikura Fuel shaft (60g S and R, 55g L and 45.75" length) and has a 460cc head.

The COBRA AMP CELL Pro Driver (MAP \$399) is available in both right and left handed models with My Fly technology which allows any driver you purchase to be adjusted from 7.5° to 10.5° loft settings, including 8.5° and 9.5° fade settings. It features a MRC Kurokage shaft (65g and 45.25" length) and has a 440cc head.

The AMP CELL Offset Driver (MAP \$249) is available in 10.5° in Stiff, Regular or Lite flexes for both right hand and left hand models. It is also available in a right hand 11.5° model in either Regular or Lite flexes.

The AMP CELL, AMP CELL Pro and AMP CELL Offset Drivers will be available at retail on February 8th, 2013. To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>

The AMP CELL Driver is not alone in color or technology. AMP CELL Fairways and Hybrids also feature MyFly technology and are available in the same four colors while the AMP CELL Irons are a clean silver with hints of color. Learn more about the AMP CELL Family of products here <http://cobragolf.com/>

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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 puma.com/golf and cobragolf.com