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## COBRA Launches AMP CELL™ Fairways and Hybrids to Optimize Long Game Fitting in Four Super Fresh Colors

*AMP CELL features MyFly™ and SmartPad™ for Unmatched Distance Gapping and Performance.*

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**CARLSBAD, CA (September 24th, 2012)** – COBRA Golf announced the launch of the all new AMP CELL Fairways and Hybrids. Featuring COBRA's proprietary MyFly technology, the AMP CELL Fairways are available in a 3-4 model and a 5-7 model that can be adjusted into six different lofts. The Hybrids are available in 2-3, 3-4 and 4-5 models that can be adjusted into six different lofts each. This gives golfers a never-before-seen ability to effectively dial in distance gaps and manage trajectories for their individual long game needs, as well as ground and weather conditions. The AMP CELL Fairways and Hybrids are available in the same fresh colors as the AMP CELL Driver; Silver, Directoire Blue, Barbados Red and Vibrant Orange, so golfers can create a matched set or a personalized, mixed look.

"The AMP CELL Driver, Fairways & Hybrids optimize a golfer's ability to effectively manage their distance gaps, ultimately resulting in improved playability and performance," said Bob Phillion, President of COBRA PUMA GOLF. "Our research shows most golfers are playing with the wrong loft. MyFly technology eliminates that worry by providing golfers the ability to adjust the loft on their own to find the perfect fit."

MyFly Technology offers a simple solution for golfers to optimize performance by creating even yardage gaps with their AMP CELL Fairways and Hybrids. The AMP CELL Fairway comes in two models, 3-4W and 5-7W. In just two clubs, an 8° loft spread is offered. The 3-4W offers easy adjustability between 13°, 14°, 14° Draw, 15°, 15° Draw and 16° while the 5-7W model adjusts between 17°, 18°, 18° Draw, 19°, 19° Draw and 20°.

In the AMP CELL Hybrids, a 10° loft spread is offered between 3 clubs for effective distance gapping. The 2/3H model adjusts between 16°, 17°, 17° Draw, 18°, 18° Draw and 19°; the 3/4H model adjusts between 19°, 20°, 20° Draw, 21°, 21° Draw and 22°; and the 4/5H model adjusts between 22°, 23°, 23° Draw, 24°, 24° Draw and 25°.

The AMP CELL Fairways and Hybrids take adjustability a step further with SmartPad technology. Unlike other clubs that require a golfer to adjust the sole plate after adjusting loft for a square face, COBRA's proprietary SmartPad technology keeps 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™ is also used in the AMP CELL Fairways and Hybrids to improve distance and accuracy over a wide area of the face. Advanced Material Placement™ and Cell technology work together to redistribute weight, enabling a larger E9 Face to deliver faster ball speeds and high MOI (moment of inertia) for greater forgiveness.

Taking choice and customization one step further, COBRA is offering the AMP CELL Fairways and Hybrids in four fresh colors; Directoire Blue, Silver, Vibrant Orange and Barbados Red. 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.

The COBRA AMP CELL Fairways (MAP \$219) are available in both right and left handed models with MyFly technology in the 3-4W and 5-7W models. The 3-4W model allows golfers to adjust between 13°, 14°, 14° Draw, 15°, 15° Draw and 16° while the 5-7W model adjusts between 17°, 18°, 18° Draw, 19°, 19° Draw and 20°.

The COBRA AMP CELL Hybrids (MAP \$199) are available in both right and left handed models with MyFly technology in the 2/3H, 3/4H and 4/5H models. The 2/3H model adjusts between 16°, 17°, 17° Draw, 18°, 18° Draw and 19°; the 3/4H model adjusts between 19°, 20°, 20° Draw, 21°, 21° Draw and 22°; and the 4/5H model adjusts between 22°, 23°, 23° Draw, 24°, 24° Draw and 25°.

The AMP CELL Fairways and Hybrids will be available in the United States on February 8<sup>th</sup>, 2013. To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>

The AMP CELL Fairways and Hybrids are not alone in color or technology. AMP CELL Drivers 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**

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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](http://puma.com/golf) and [cobragolf.com](http://cobragolf.com)