



FOR IMMEDIATE RELEASE

COBRA Introduces AMP CELL™ Irons for Explosive Distance and Pinpoint Accuracy

Metalwood Face-Weld Construction with E9 Face Technology™ Provides Explosive Distance and Pinpoint Accuracy

CARLSBAD, CA (September 24th, 2012) – COBRA Golf has launched the all new AMP CELL Irons, packed with the latest in technology and looks. With a metalwood face-weld construction, E9 Face Technology, AMP CELL technology, a V-Skid sole design, vibration management system and speed channel, these irons are positioned to deliver explosive distance, maximum forgiveness and pinpoint accuracy.

“Our AMP CELL Irons take the best technologies from our research in irons and combine them with metalwood-type construction,” said Tom Preece, Vice President of Research and Development. “Bringing these technologies together provides golfers with higher, longer, more penetrating ball flight, superb accuracy, optimized CG placement and ultimately, the best in performance.”

The AMP CELL 4 through 7 irons feature a metalwood construction with a thin, high strength steel face that is welded to a softer 431 stainless steel body. This optimizes the irons to create a COR zone, controlled weighting and provides a lighter face; all working together to generate faster ball speeds for improved distance and forgiveness.

COBRA's proprietary E9 Face Technology gives the AMP CELL Irons a progressive face and cavity design to optimize the performance of each individual iron to improve distance, feel and forgiveness based on golfers most common impact patterns.

The internal cell weighting in AMP CELL irons enables precise CG placement, moving weight from the face and body to create perimeter weighting which positions the CG behind the Sweet Zone™. This provides high moment of inertia (MOI) for greater forgiveness.

The V-Skid sole combines a higher bounce leading edge with heel toe relief, resulting in a sole that is versatile for better players, yet forgiving for mid and higher handicappers. This works with the vibration management system to reduce unwanted vibration and sound for exceptional feel.

Just like the AMP CELL Drivers, Fairways and Hybrids, golfers will have a choice in color when it comes to the AMP CELL Irons. While silver will be the stock option, AMP CELL

Irons with Vibrant Orange, Directoire Blue or Barbados Red details will also be available through select retailers and custom orders.

The COBRA AMP CELL Irons are available in right and left handed models in both steel and graphite, 3-L. 8 piece sets (4-G) are available with a street price of \$699 for the steel set and a street price of \$899 for the graphite set. The AMP CELL steel irons feature a True Temper Dynalite 90 shaft and the graphite irons use a COBRA MRC AMP CELL Shaft. All irons feature a Lamkin REL .600 grip designed specifically for AMP CELL Irons.

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

The AMP CELL Irons are not alone. AMP CELL Drivers, Pro Drivers, Fairways and Hybrids feature MyFly technology and are available in four colors: Barbados Red, Silver, Vibrant Orange and Directoire Blue (men's color options). Learn more about the AMP CELL Family of products here <http://cobragolf.com/>

Visit Us. Like Us. Follow Us. Watch Us. Subscribe.
www.cobragolf.com



#

Media Contact:

Kristine Owens, COBRA PUMA GOLF, kristine.owens@cobrapuma.com; 760-710-3447

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