



FOR IMMEDIATE RELEASE

COBRA Delivers MyFly™ Technology and Color to Junior Golfers with the AMP CELL™ Junior Driver

Play what Rickie Fowler Plays. Custom Fit and Designed for You

CARLSBAD, CA (January 23rd, 2013) – Junior golfers, it's time to get excited. COBRA has announced a Junior version of the driver Rickie Fowler plays on Tour, the AMP CELL Junior Driver. This Driver features the same game-changing technology that Rickie has, including MyFly™, SmartPad™ and CELL weighting – and it comes in Vibrant Orange. Besides the higher lofts in the youth version, the head of the AMP CELL Junior Driver is the same engineered settings as the adult driver. The best part? The Driver grows with you. Junior golfers can register their purchased driver and receive one free upgrade to a longer, firmer shaft when needed, even if it is the standard adult AMP CELL Fujikura Fuel shaft.

“The AMP CELL Junior Driver brings COBRA into a new category in golf,” commented Bob Phillion, President of COBRA PUMA GOLF. “While Rickie bridges the generation gap, there’s no question a lot of youth golfers look up to him as a role model. We felt it was time to deliver the same, high performance technology and ‘Rickie Fowler’ look to the Junior golfers out there. It’s important to recognize the need for their game development, which ultimately leads to growing the game.”

MyFly Technology offers a simple solution for golfers to optimize trajectory and distance. Junior golfers will be able to easily adjust their loft as their game and swing develop. The AMP CELL Junior Driver can be adjusted to the following lofts with a simple wrench; 11.5°, 12.5°, 12.5° Draw, 13.5°, 13.5° Draw and 14.5°. The higher loft offerings deliver higher launch and lower spin for optimized launch conditions for the average youth swing speeds. This ultimately provides more distance than junior golfers using an adult driver or cut down shafts would see. The AMP CELL Junior Driver takes 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.

The AMP CELL Junior Driver is sold with a 39”, 41” or 43” Fujikura Fuel shaft. By registering your purchased AMP CELL Junior Driver, golfers can get one free upgrade to one of the longer, firmer models when it’s time. Below is a recommended fitting chart.

Swing Speed	60-75 MPH	75-85 MPH	85+ MPH
Typical Age	8-9	10-11	12-14
Typical Height	45"-55"	50"-60"	55"-70"
Recommended Loft	14.5°	12.5°	11.5°
Recommended Length	39"	41"	43"

COBRA's E9 Face Technology™ with dual roll is used in the AMP CELL Junior Driver 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 CELLtechnology 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 CELLband which wraps around to the crown. This wrap also visibly shows a golfer where the weight is distributed.

The COBRA AMP CELL Junior Driver (MAP \$299) is available in right handed models with MyFly technology, allowing any driver you purchase to be adjusted from 11.5° to 14.5° loft settings, including 12.5° and 13.5° Draw settings. It features a Fujikura Fuel shaft (universal youth flex) with a 460cc head and COBRA Lamkin REL 3GEN 360 grip.

The AMP CELL Junior Driver will be available at Golfsmith and golf retailers on May 1st, 2013. To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>

Visit Us. Like Us. Follow Us. Watch Us. Subscribe.

www.cobragolf.com



#WhatsYourFly

###

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