



COBRA Celebrates 40th Anniversary with Baffler[®] Hybrid Irons

COBRA Launches Baffler Hybrid-Iron Set for Golf Made Easy™

CARLSBAD, CA (September 1, 2012) – COBRA Golf is celebrating its rich heritage and launching the all new Baffler Hybrid Irons and Baffler Hybrid Iron Combo sets just ahead of the company's 40th anniversary. The Baffler Hybrid Irons take key technology from COBRA's iconic Baffler[®] Hybrids to create an easy to hit iron that delivers maximum forgiveness, higher launch and improved distance; it truly is Golf Made Easy.

"Our Baffler products have helped make golf easier for generations," said Bob Philion, President of COBRA PUMA GOLF. "We've taken the best design elements from our heritage and updated them with modern technologies to create an easy to hit Baffler Hybrid Iron that truly takes our Baffler family to the next level, making golf easier for golfers around the world."

COBRA introduced the Baffler, the first utility wood, in 1975; two years after the company was founded by Tom Crow. It changed the game with its patented railed sole for effective ball striking from any lie condition. Since then, COBRA has developed and further improved on the original Baffler technology. The Baffler Hybrid Irons use a railed sole, influenced by the Baffler but designed specifically for irons, to reduce turf drag, providing easy contact and easy launch from all lie conditions.

The progressive, oversized face profile provides high MOI for superior forgiveness as well as a low center of gravity for easy up. E9 Face Technology™ brings a variable thickness face that progresses from short to long irons, providing faster ball speeds and greater distance on off center hits while a full back cavity TPU tunes vibrations to improve sound and feel on all shots.

The Baffler Hybrid Irons are also available in a Baffler Hybrid Iron Combo set (men's and women's), where the long irons are replaced with easy to hit Baffler Hybrids. The Baffler Hybrids have a wide, railed sole and shallow face for high and easy launch as well as a top-line alignment system for added confidence.

The COBRA Baffler Hybrid Irons are available in right and left handed models in steel (4-PW, GW), graphite (4-PW, GW) and graphite lite (5-PW, GW, SW) sets. MAP is \$499 for steel (stiff or regular) sets and \$599 for graphite (stiff, regular or lite) sets. The COBRA Baffler Hybrid Iron Combo Sets are available in right and left handed models in steel irons and graphite hybrids (4-6h, 7-PW, GW) and graphite hybrids and irons (4-6h, 7-PW, GW). MAP is \$599 for steel (stiff or regular) combo sets and \$699 (stiff, regular,

lite) for graphite combo sets. All Baffler Irons and Hybrids feature a Lamkin COBRA REL Grip. Baffler Hybrids feature an MRC COBRA Baffler Hybrid shaft and Baffler Irons feature an MRC COBRA Baffler Iron shaft. The full set is Revolver Grey with Barbados Red highlights.

In the women's line, the Baffler Hybrid Iron Combo set is available in right and left handed graphite models (4-6h, 7-PW, SW) with MAP of \$699. They feature a COBRA Winn Wrap grip and an MRC COBRA Baffler Hybrid/Iron shaft. The set is Capri Blue with silver highlights.

The Baffler Hybrid Irons and Baffler Hybrid Iron Combo Set (men's and women's) will be available at retail on October 19th, 2012. 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



#

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