



## PUMA® Golf Reveals New Rickie Fowler Signature Shoe – AMP CELL Fusion

*Paired with the New AMP Driver, the Pro Collection Delivers Improved Play to the Advanced Golfer*

**CARLSBAD, CA (October 15, 2012)** – [PUMA Golf](#) introduces the AMP CELL Fusion—a new signature Rickie Fowler footwear model for the 2013 season—and part of the PUMA Golf Spring/Summer 2013 Footwear Collection. The PUMA Golf engineering team paired a brand new upper made of soft lightweight materials with our S<sup>2</sup>CPro Chassis and S<sup>2</sup>Quill® spikes for ultimate performance, comfort and style.

Developed with the professional and fashion-forward golfer in mind, the AMP CELL Fusion offers the most advanced and proprietary technology available in a golf shoe to-date. The Swing Speed Chassis Pro (S<sup>2</sup>C<sup>PRO</sup>) offers a full length, flexible TPU chassis designed to provide the perfect blend of control, leverage, balance and power. The TPU and carbon fiber outsole uses Swing Speed (S<sup>2</sup>) Quill® technology with 50 directionally molded S<sup>2</sup>QuillTec® spikes in each shoe combined with 20 replaceable S<sup>2</sup>Quill® spikes for ultimate grip on the course. It also has a stepped outer frame with additional traction elements to provide a stable, supportive platform. The S<sup>2</sup>Quills utilize Performance Insert System (PINS) by Pride to keep the spikes secure in all the right places while IdCELL™ cushioning technology in the midfoot and heel, comprised of our proprietary EVA compound, is anatomically positioned to support the foot while walking.

Encompassing the brand mantra “Look Better. Feel Better. Play Better.” the AMP CELL Fusion will be available in five color combinations—Black/Vibrant Orange, Blue Atoll/White, White/PUMA Silver, White/Vibrant Orange, White/Directoire Blue—all poised to get you noticed on the course. If that wasn’t enough, there will also be seven additional special addition color blends—Vibrant Yellow/White, Vibrant Orange/White, Cabaret/White, Barbados Cherry/White, Sharp Green/White, Directoire Blue/White, PUMA Silver/Black—for the golfer who knows that having only one shoe option isn’t enough. The AMP CELL Fusion will have a suggested retail price of \$220 and select colors will be available at golf retailers beginning November 15, 2012.

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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)