



PUMA® Golf Introduces Spring/Summer 2013 Men's Footwear Collection

The Sport's Style Leader Combines Breakthrough Technology and Fashion for Stylish Kicks, Both On and Off the Course

CARLSBAD, CA (October 15, 2012) – [PUMA Golf](#) has announced its innovative new Spring/Summer 2013 footwear collection, with styles available to consumers between November 2012 and February 2013. Combining a variety of performance-enhancing and comfort-increasing technologies with the fun, youthful flair that defines the PUMA Golf brand, the collection provides men, women and juniors with both classic and modern shoe styles. With four collections to choose from—Pro, Lux, Sport and Lifestyle—golf experts and beginners alike will be able to find a silhouette that fits their specific needs.

Rickie Fowler's AMP Cell Fusion (Pro Collection)—packaged to go with his new COBRA AMP CELL™ driver—will have golfers itching to hit the greens this spring. The AMP CELL Fusion's fast looking silhouette features an upper made of soft, lightweight materials with matte and shine finishes for a modern, athletic look. The Swing Speed Chassis Pro (S²C^{PRO}) is a full length, flexible TPU chassis that provides the perfect blend of control, leverage, balance and power. The S²C^{PRO} works with fifty directionally molded S²QuillTec® spikes in each shoe combined with 20 replaceable S²Quill® spikes to provide maximum grip on the course. Colors and special edition options like Black/Vibrant Orange, White/PUMA Silver, Cabaret and Blue Atoll keep golfers of all skill levels looking stylish. Select colors will be available at golf retailers starting November 15, 2012.

New for 2013 is the ZL (Lux Collection), designed in collaboration with Ian Poulter. The ZL features a DUO FLHT Chassis which connect a TPU forefoot and heel with a carbon fiber shank, allowing the forefoot and heel to work independently in a lightweight and powerful shoe. The TPU outsole has molded S²QuillTec® spikes in each shoe combined with 14 replaceable S²Quill® spikes for ultimate grip on the course. Available in White/Black/PUMA Silver and Black/White/Cherry Tomato color options, the ZL is a sleek shoe designed for ultimate style and performance on the course. The ZL will be available at golf retailers starting February 10, 2013.

The Faas Grip (Sport Collection) is a spikeless performance shoe inspired by PUMA's lightweight running collection. A full grain leather upper is combined with molded S²QuillTec® spikes for traction on the course while the decoupled heel combines with flex grooves for a comfortable, smooth transition from heel to toe. Available in three color options, select styles of the FAAS Grip will be at retailers starting November 15, 2012.

In the Lifestyle Collection, PUMA Golf redefines the classic golf shoe by providing a variety of on-trend styles that can be worn just as comfortably during a round of 18 as they can at a backyard barbecue. The PG Clyde – a throwback to PUMA's iconic style, the Clyde, is redesigned

for golf with a full grain leather upper (1yr waterproof), S²QuillTec[®] spikes and deep flex grooves for comfort, traction and flexibility. The PG Clyde is available in six killer color combinations and will be available at golf retailers on November 15, 2012.

Additional styles from the Spring/Summer 2013 Men's Collection include the AMP Sport, Tux Lux, Spark Sport 2 and FAAS Trac evoSPEED. The Spring/Summer 2013 footwear collection from PUMA Golf will be released in select golf retailers and pro shops between November 15, 2012 and February 10, 2013.

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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