

**FOR IMMEDIATE RELEASE**

**COBRA INTRODUCES TOUR INSPIRED BIO CELL+ DRIVER**

*New Venollum Crown Design Helps Deliver Mid-high Launch with Low Spin for Maximum Distance and Control*

**CARLSBAD, Calif. (Nov. 12, 2013)** – Today, [COBRA Golf](http://www.cobragolf.com) announced the release of its [BiO CELL+ Driver](http://www.cobragolf.com/bio-cell-plus-driver), the first club to be introduced as part of the new Tour-Inspired BiO CELL+ series. Designed to deliver maximum distance with forgiveness and control, the BiO CELL+ Driver features COBRA’s MyFly8™ adjustable loft technology, meaning golfers can adjust to eight different loft/trajectory settings to get the most out of their swing, regardless of the course and conditions.

“We have developed a new driver that really matches the swing types of our Tour players,” said Jose Miraflor, director of product marketing for COBRA Golf. “The BiO CELL+ Driver is designed for golfers with faster, stronger swings who require slightly lower launch conditions and lower spin rates. That’s what the BiO CELL+ provides, ultimately creating maximum distance and forgiveness.”

Sticking with the customization golfers have come to know and love from COBRA, the BiO CELL+ Driver (MAP $399) is available in five striking color options—Blue Aster, Barbados Red, Vibrant Orange, Silver and Black. Features include:

* **MyFly8™ Technology with SmartPad™** – Golfers can choose from eight simple adjustable loft/trajectory settings to maximize distance, manage trajectory and optimize yardage gaps on any course and any conditions. SmartPad delivers a square face at address with any loft/trajectory setting.
* **Forged E9™ BiO CELL Face** – BiO CELL pockets, combined with COBRA’s proprietary E9 Face technology, remove weight from the face of the driver to deliver a larger sweet zone with faster ball speeds for longer and straighter drives, even on mis-hits.
* **UltraLite T.O.P. (Thin, Optimized, Personalized) Technology** – The BiO CELL+ uses a lightweight Venollum™ alloy in the crown to reduce weight. This multi-material design delivers a lower CG for a higher ball flight with lower back spin, ultimately creating longer distance.

The BiO CELL+ Driver is available in right-handed and left-handed models and features a Lamkin – ACE 3GEN 360 grip and a Matrix Red-Tie 6Q3 shaft. Golfers can also choose from one of two custom shaft options at no upcharge – the Diamana D+ 72 or the PXV Tour 52.

The [BiO CELL+ Driver](http://www.cobragolf.com/bio-cell-plus-driver) joins the [BiO CELL+ Irons](http://www.cobragolf.com/bio-cell-plus-irons) and [Fairways](http://www.cobragolf.com/bio-cell-plus-fairway) as part of a complete Tour-inspired series. Fans can expect to see it in the bags of Rickie Fowler and Jonas Blixt on Tour this season. To learn more about the BiO CELL+ series and COBRA’s full suite of products, please visit [www.cobragolf.com](file:///C%3A%5CUsers%5Ctshaffer%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C9HDM78QD%5Cwww.cobragolf.com). To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>.

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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 [cobragolf.com](http://www.cobragolf.com) and [cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf).