

**EMBARGO – MAY 19, 2014**

**MAKE BIO CELL+ YOUR OWN AT THE COBRA DESIGN LAB**

*COBRA Golf Goes Live With Interactive BiO CELL+ Driver Customization Website*

**CARLSBAD, Calif. (May 19, 2014)** – Do you have a favorite color? Or sports team? Or school colors you rock with pride? Now, your golf club can showcase your team spirit, support your alma mater and reflect your personal style.

Continuing with its trend of personalization COBRA Golf launched the [COBRA Design Lab](http://www.cobragolf.com/cobra-design-lab), an online, interactive customization site that will allow golfers to design their own BiO CELL+ Driver, with preferred color choices, patterns and specs. The process begins with the selection of a driver head color (black or white), next chose paint color and crown color and if desired a pattern, and finally shaft selection, flex and grip color. The result can be a truly one-of-a-kind driver that fits your game and style.

“At COBRA Golf, we create high-performing products for golfers who are looking for the ultimate blend of style and performance on the golf course,” said Jose Miraflor, Director of Product Marketing. “With the new COBRA Design Lab, golfers now have the opportunity to showcase their personality through color and unique designs while still outdriving their competition with their BiO CELL+ Driver.”

The BiO CELL + Driver, ($449 when created through the COBRA Design Lab), can be designed using one of eight colors – Attack Black, Blue Aster, Capri Blue, Verdant Green, Vibrant Orange, Barbados Red, Cobra Silver and Gold Fusion - and, if desired, using one of four patterns –BioCell, DigiCamo, Matte or Marble (Note: select patterns are only available in select colors).

The driver is customizable in RH men’s models and features a COBRA Lamkin – ACE 3GEN 360 grip which comes in the same eight colors; and a Matrix Red-Tie 6Q3 shaft in x-stiff, stiff and regular flex. Golfers can also choose from one of two custom shaft options at no upcharge – the Diamana D+ 72 or the PXV Tour 52, or select from additional premium shafts at an increased price.

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. 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. 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.

Drivers will ships in 1-2 weeks. Click [here](http://www.cobragolf.com/cobra-design-lab) to visit the Cobra Design Lab and start building your custom BiO CELL+ Driver.

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

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

[Official Facebook button sized for an email signature](http://www.facebook.com/pumagolf) [Follow Cobra Golf on Twitter](http://www.twitter.com/pumagolf) [Subscribe to me on YouTube](http://www.youtube.com/user/puma)

# # #

**Media Contact:**

Rachel Rees, COBRA PUMA GOLF, [rachel.rees@cobrapuma.com](mailto:rachel.rees@cobrapuma.com); 760-710-7434

**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 SportLifestyle and SportLux footwear, apparel and accessories to help golfers Look Better. Feel Better. Play Better. 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).