

**EMBARGO NOVEMBER 4, 2014**

COBRA GOLF RELEASES FLY-Z IRONS

*New Speed Channel Technology in the face and sole delivers performance and distance for golfers of all levels*

**CARLSBAD, CA (NOVEMBER 4, 2014)** – COBRA Golf announced today the release of Fly-Z and Fly-Z XL irons, the expanded line of the Fly-Z family, engineered for golfers of all levels to deliver superior feel, maximum distance and consistency on every shot.

 “The Fly-Z family of irons is designed to provide performance for golfers of all levels by addressing a wide span of performance needs,” said Jose Miraflor, Director of Product Marketing at COBRA Golf. “Our two game-changing irons, the Fly-Z and Fly-ZXL irons were designed to blend distance with feel while offering forgiveness and consistency.”

Borrowing from their Fly-Z line of metalwoods, the **Fly-Z Irons** feature COBRA’s revolutionary Speed Channel technology – a visible trench positioned on both the cavity behind the face and on the sole of the irons designed to flex and recover at impact to deliver great distance through faster ball speeds. The irons modern head shape combined with the Speed Channel delivers higher speeds across the face and yields the best combination of distance, forgiveness and feel.

The remarkable feel comes from the harmonic cavity insert that includes an engineered Thermoplastic Urethane insert positioned directly behind the impact zone for vibration damping and improved feel at impact. Combine this with extremely deep cavity undercutting and heel and toe weighting (Zone Weighting Technology), and the Fly-Z irons are true game-changers.

The Fly-Z irons come in Black as a stock combo set, and are also available in custom: White, Blue, Orange and Red. The stock set composition is 3-4H, 5-GW (MAP $699/Steel); 2-3H, 3-4H, 5-PW (MAP $799/Steel) and 3-4H, 4-5H, 6-PW, GW (MAP $899/Graphite) – and are available in SKUS from 3-LW in right-handed models and 3-SW in left-handed models. The irons feature a 95g FST Steel (stiff or regular flex) or a Matrix Graphite shaft (stiff, regular or lite flexes) with a Lamkin – REL 3GEN grip. Available at retail January 23, 2015.

The oversized yet traditionally shaped **Fly-Z XL Irons** are designed to give golfers confidence at address and deliver easy distance through consistently higher trajectories. The dual hollow cavity design allows for a deeper, lower CG which delivers easy up and easy distance. In addition, the hollow construction allows for a thinner face which, along with the Speed Channel, delivers additional ball speed, incredible distance and saves weight. The progressive offset design helps to create easy draw.

The Fly-Z XL Combo Set combines two different cavity designs. Wedges – 9i incorporate a traditional undercut design for precision and control for the golfer, while the 8i - 4i feature a duel cavity hollow design that results in a low, back center of gravity enabling the golfer to hit it higher and farther. The combo set, which includes the dual cavity design hollow and cavity back irons, also include three Fly-Z XL Hybrids that deliver exceptional distance, forgiveness and easy up performance.

The Fly-Z XL Iron set (MAP $499/steel) is available in a stock set of 4-PW, GW in Stiff or Regular flexes in right and left-handed models. The Fly-Z XL Combo Set(MAP $599/Steel $699/Graphite) features a Matrix Graphite shaft or FST Steel shaft and comes as a stock set of 4-6H (graphite), 7-PW, GW (steel or graphite) in Stiff, Regular or Lite (lite is graphite only) flexes in right-handed or left-handed models. All Fly-Z XL Irons feature a COBRA Lamkin REL EPDM Grip.

The Fly-Z XL Combo Setis also available in women’s models and comes with a stock set of 4H, 5H and 6H with 7-PW. Available at retail November 14, 2014.

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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 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).