

PUMA® GOLF INTRODUCES LIMITED EDITION TITANTOUR “FLASH” FOOTWEAR

*Taking Cool to the Next Level with Limited Edition Reflective Golf Shoes*

**CARLSBAD, Calif. (February 9, 2015)** – PUMA Golf, a leader in footwear style and innovation, introduces a limited edition TITANTOUR ‘Flash’ model. The new version blends PUMA Golf’s break-through cooling technologies with highly reflective materials, putting a modern twist on classic golf styles.

The Flash design features a dark gray reflective micro-fiber upper that lights up when a photo is taken using a flash.

“At PUMA Golf we continue to push the boundaries of design and performance, and with our unique reflective materials, the TITANTOUR Flash fuses cool with contemporary styling for the golf course,” said Grant Knudson, Head of Footwear at PUMA Golf.

The Flash version also features Outlast Certified Space Technology™ that was originally developed for NASA to maintain a comfortable temperature in spacesuits and now, PUMA Golf brings this technology to the golf course with TITANTOUR. The strategic placement of Outlast in the sockliner top cloth is designed to proactively manage heat while controlling the production of moisture before it begins. Foot temperature is regulated through phase-change materials that absorb, store and release heat for optimal thermal comfort.

The TITANTOUR also features PowerFrame Technology – an ultra-thin TPU frame encases the EVA midsole for lightweight strength, extreme durability, increased flexibility and superior traction, combined with external TPU Heel Support, to provide greater stability and ground contact for additional force and power during a swing.

The upper and insole come equipped with ShapeLock memory foam for a customized fit, long-lasting comfort and cushioning with every step, and the PowerVamp across the forefoot reduces stretch over time and provides increased stability.

Limited quantities of the TITANTOUR Flash ($190) are available now at select retailers and www.cobragolf.com/pumagolf.

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**About COBRA PUMA GOLF**

COBRA PUMA GOLF is a corporate division of PUMA SE 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 and performance 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).