

**FOR IMMEDIATE RELEASE**

RICKIE FOWLER WITH HISTORIC WIN AT

THE PLAYERS CHAMPIONSHIP

*COBRA PUMA GOLF Pro Rickie Fowler Climbs a Packed Leaderboard and Dominates a Playoff to Capture His Second Career Win In Florida*

**CARLSBAD, CA (May 10, 2015)** – COBRA PUMA GOLF athlete Rickie Fowler powered his way to a stunning victory on Sunday at The Players Championship in Ponte Vedra Beach, Florida. Trailing by five strokes with just six holes to play, Fowler birdied 13, 15, 17 and 18 and eagled 16, finally beating out Sergio Garcia and Kevin Kisner in a dramatic playoff, to notch his third worldwide victory. Fowler was decked out in PUMA Golf pink apparel and TITANTOUR shoes in honor of Mother’s Day and Pink Out and equipped with his COBRA Golf clubs including his Fly-Z+ driver which he used to hit the longest drive of the week at 336 yards.

“Rickie is such a unique and captivating player and an excellent brand ambassador. We couldn’t be more thrilled to see him celebrate this win,” said Bob Philion, President, COBRA PUMA GOLF. “Having dynamic and colorful players such as Rickie, with this signature style and edge, coupled with his world class performance, helps reinforce COBRA PUMA GOLF’s message of game enjoyment, and adds more excitement to a tournament.”

Fowler, who had 21 birdies and an eagle this week, used his [COBRA FLY-Z+ Driver](http://www.cobragolf.com/fly-z-plus-driver) (MAP $399) in his signature Orange, to help secure his win. Featuring revolutionary ‘FLIPZONE’ weighting technology, the Fly-Z+ Driver is COBRA Golf’s first ever front & back CG adjustable driver to deliver ultimate distance. A low front CG setting provides penetrating ball flight with more roll, while the low back CG setting provides more towering ball flight with more carry.

Fowler used his COBRA Golf equipment to help secure his win. His bag consists of:

* **Driver:** Fly-Z+ Driver 10.5° in Orange weight Forward | Matrix Prototype 70X
* **3 Wood:** Fly-Z+ 3W 14° Orange |Aldila Tour Blue 73X
* **5 Wood:** BioCell+ 5wd Fwy 18.5° Orange Aldila Tour Blue 70X
* **Irons:** Fly-Z Pro MB Irons 4-9 | KBS C-Taper S+ 125; Fly-Z+ Forged 3i Matrix hm2
* **Wedges:** Tour Trusty | 47°, 51°, 57°, 62° RF Grind Dynamic Gold Tour Issue S400

During the final round, Fowler switched his signature PUMA Golf “Sunday Orange” for a Pink look in support of Mother’s Day and THE PLAYERS Pink Out. On his way to capture the trophy, Fowler rocked the [GT Glitch Stripe Polo](http://www.cobragolf.com/pumagolf/gotime-glitch-stripe-polo-golf-shirt), [Tech 6 Pocket Pants](http://www.cobragolf.com/pumagolf/6-pocket-golf-pants) in Gray Dawn, the [Script Cool Cell Snapback Cap](http://www.cobragolf.com/pumagolf/script-cool-cell-snapback-cap) and the [TITANTOUR Golf Shoes](http://www.cobragolf.com/pumagolf/titantour) in Pink, which helped keep him cool, steady and comfortable through all four rounds.

Fowler, who is now ranked ninth in the Official World Golf Ranking, captured his first PGA TOUR win at the 2012 Wells Fargo Championship in Charlotte, North Carolina, on the first extra hole of a sudden-death playoff. Fowler has had nine top 10 finishes in the 2014, including finishing T5 at the Masters Tournament at Augusta, T2 at the US Open at Pinehurst No. 2, T2 at The Open Championship and T3 at the PGA Championship.

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**About COBRA PUMA GOLF**

COBRA PUMA GOLF is a corporate division of PUMA 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 lifestyle 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).