

FOR IMMEDIATE RELEASE

PUMA GOLF LAUNCHES TITANTOUR IGNITE FOOTWEAR, THE COMPANY’S MOST COMFORTABLE COLLECTION TO DATE

*PUMA’s IGNITE Foam Maximizes Energy Return, Providing Power and Comfort that Never Quits*

*Watch The IGNITE Commercial by clicking* [*HERE*](https://www.youtube.com/watch?v=isUOyYJ0DfQ)*.*

**CARLSBAD, Calif. (October 27, 2015)** – PUMA Golf, a leader in golf footwear innovation and design, has introduced the new IGNITE collection of golf footwear – the most comfortable collection from the brand to date, including TITANTOUR IGNITE and TITANTOUR IGNITE Premium. The footwear utilizes revolutionary IGNITE foam – an innovative foam that maximizes energy return to give golfers power, comfort and performance through all 18 holes.

Engineered with PUMA’s proprietary IGNITE foam, the TITANTOUR IGNITE family is designed to deliver responsive cushioning, optimal rebound, and superior step-in comfort through every shot. During a proprietary manufacturing process, a liquid Polyurethane (PU) blend is poured into a mold in the shape of the midsole. IGNITE Foam has a high support factor and high compression set that results in both superior cushioning and minimal deformation over time. This new foam technology is designed to make the shoe more responsive and release energy more efficiently throughout the swing, making IGNITE footwear extra comfortable.

“The coolest shoe in golf is now the most comfortable shoe we’ve ever made. The addition of IGNITE foam to the PWRCOOL Technology brings TITANTOUR footwear to a new level – enhancing its performance on the course and providing unparalleled support and cushioning,” said Grant Knudson, Head of Footwear, PUMA Golf. “At PUMA Golf we challenge ourselves to create footwear that helps golfers focus on their game instead of thinking about their feet. With the TITANTOUR IGNITE collection, golfers can play from dawn ‘til dusk and their feet will be comfortable, protected and performance ready.”

In addition to the IGNITE foam, the shoes also features TITANTOUR’s signature technology, PWRCOOL powered by Outlast, which regulates foot temperature by utilizing phase change materials that absorb, store and release heat for optimal thermal comfort.

The IGNITE collection provides 360o comfort and performance by adding a premium dual density PU sockliner that provides additional comfort and a customized fit, along with a PWRFRAME TPU outsole that encases the midsole for lightweight strength and durability, increased flexibility and superior traction. The outsole also boasts DUOFLEX, anatomically positioned flex grooves that allows the foot to move naturally while still providing support with a low-profile cleat made with K5 for long lasting abrasion resistance.

Rickie Fowler debuted the new TITANTOUR IGNITE footwear at this year’s Presidents Cup. “My shoes play a big role in my performance,” said Fowler. “I definitely attribute some of my success on the golf course to my PUMA Golf gear. Wearing the new IGNITE footwear over the past few weeks makes me really excited to get out there and play as we move into the new season.”

Sporting a new, sleeker shape, and new performance last, the TITANTOUR IGNITE is full-grain leather that provides excellent fit, unrivaled comfort and a stylish toe-down look. The TITANTOUR IGNITE is also available in a Premium model, taking golf footwear to the next level with sophisticated, tonal colorways in full-grain leather and constructed with an ultra-soft pigskin lining. The IGNITE Premium shoe features aniline pull-up leathers in brown and grey.

**TITANTOUR IGNITE**

* COLORS: White/Surf The Web/Green Gecko; White/Black/Drizzle; Black/Steel Gray – available December 1, 2015; White/Orange/Drizzle; White/High Risk Red/Black available February 15, 2016
* PRICE: $180

**TITANTOUR IGNITE Premium**

* COLORS: Drizzle/Green Gecko; Monk’s Robe/Team Gold; and White/Glacier/Gray/Black.
* RELEASE DATE: February 1, 2015
* PRICE: $220

For more information on these shoes, along with PUMA Golf’s entire product line, please visit [www.cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf). Follow us on Facebook at [www.facebook.com/pumagolf](http://www.facebook.com/pumagolf) and on Twitter at [@pumagolf](http://www.twitter.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 Lifestyle Brands that designs, develops, sells and markets footwear, apparel and accessories. For more information, visit [cobragolf.com](http://www.cobragolf.com) and [cobragolf.com/pumagolf](http://www.cobragolf.com/pumagolf).