

FOR IMMEDIATE RELEASE

PUMA GOLF INTRODUCES VERSATILE IGNITE SPIKELESS FOOTWEAR

FOR MEN AND WOMEN

*Bringing Revolutionary Ignite Foam to Spikeless Golf Shoes for Unrivaled Comfort and Performance On and Off the Course*

***HI-RES IMAGES: CLICK*** [***HERE.***](https://www.dropbox.com/sh/uz4h6kssuag45jj/AADx2xfeQz2aEr5T7o4Sk3j1a?dl=0)

**CARLSBAD, Calif. (December 2, 2015)** – Today PUMA Golf introduced IGNITE Spikeless footwear, a versatile and fashion-forward style that complements the TITANTOUR IGNITE, rounding out the IGNITE Golf collection. The new line features revolutionary IGNITE Foam, an ultra-responsive cushioning foam designed to maximize comfort while providing the perfect amount of support and stability for unrivaled performance all day long.

Featuring a modern silhouette, the IGNITE Spikeless is a dynamic take on a classic golf shoe, reengineered to reflect a more casual style. A sleeker, more refined performance last is combined with the new IGNITE Foam to provide the golfer with unrivaled comfort, a better fit and a more enjoyable ride. The sole of the shoe features 39 strategically placed hexagon pods that provide multi-directional traction while the 24 chevron shaped lugs increase grip where it’s needed most. A performance TPU outsole encases the midsole for lightweight strength and durability, increased flexibility, and superior traction on all surfaces.

“The IGNITE family of footwear was designed with comfort in mind,” said Grant Knudson, Head of Footwear, PUMA Golf. “Specifically, for the Spikeless version, we drew inspiration from classic golf footwear and combined that with a fashion-forward and sporty design, resulting in a stylish, high-performance shoe that can be worn on and off the course. The full-length IGNITE Foam midsole provides unparalleled cushioning that keeps you comfortable all day, while still providing the perfect balance of support, stability and traction.”

With the addition of PUMA’s proprietary IGNITE Foam, the IGNITE Spikeless is designed to deliver responsive cushioning, optimal rebound, and superior step-in comfort. IGNITE Foam has a high support factor and 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 the most comfortable collection PUMA Golf has ever created.

IGNITE Spikeless (MSRP $140) comes in five colorways - White/Surf the Web/Green Gecko; White/Turbulence/High Risk Red; Black/Glacier Gray - and hits golf retail stores December 15, 2015. Drizzle/Vibrant Orange; Chipmunk/Peacoat; Available February 15, 2016.

IGNITE Spikeless Women’s (MSRP $130) comes in two colorways that will pair perfectly with any golf outfit – White/Purple Cactus Flower/Glacier Gray and White/Glacier Gray/Rose Red. Both are available in store on February 15, 2016.

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 Sportstyle 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).