



FOR IMMEDIATE RELEASE

LPGA STAR ANNA NORDQVIST OPTS TO PLAY WITH COBRA CLUBS, EXPANDS PARTNERSHIP WITH NEWLY FORMED COBRA-PUMA GOLF

CARLSBAD, CA (January 24, 2011) – What's in Anna Nordqvist's golf bag? Now it's Cobra clubs. Cobra Golf announced today that Swedish-born pro Anna Nordqvist, 23, will play with Cobra Golf equipment as she enters her third year on the LPGA Tour. A PUMA Golf-sponsored athlete since her rookie season in 2009 (for footwear and apparel), Nordqvist joins Ian Poulter, Johan Edfors, Lexi Thompson, Jason Gore, and an expanding team playing Cobra clubs.

"Anna's performance and presence on the course make her an ideal Tour ambassador for Cobra, and her signing demonstrates our focus and expansion in the women's market," says Brian Zender, Senior Vice President and General Manager of COBRA-PUMA GOLF. "She's a rising young star with a promising future ahead as a professional golfer, and we're thrilled to have her representing Cobra Golf."

"I'm really excited to be involved with this great brand," says Nordqvist. "Cobra is well-known for its innovation, technology and performance. I chose to play Cobra equipment because I'm convinced that it will help me perform better and catapult my game to the next level."

Here's what's in Anna's Cobra bag:

- S3 9.5° Driver with Mitsubishi Bassarra Hawk 53g Regular flex shaft
- S3 Fwy 15° with Graphite Design DI 6S shaft
- Baffler Rail 3/H with Aldila NV 75S shaft
- S2 Forged 4-PW with Nippon 1130 R shafts

As part of the expanded partnership agreement, Nordqvist will be prominently featured in future COBRA-PUMA GOLF marketing campaigns, and at consumer and trade events. Currently ranked No. 14 in the world, Nordqvist followed up her spectacular rookie season in 2009 by earning \$442,088.50 in 2010 in just 21 events – placing her 24th among all players. She won twice on the LPGA Tour in 2009, including the McDonald's LPGA Championship — in her fifth start as a professional. Nordqvist's second victory came at the LPGA's season-ending Tour Championship. She was also awarded the Ryder Cup Wales Rookie of the Year for 2009 at the Ladies European Tour's end-of-year awards ceremony and was a key member of the European Solheim Cup Team. In 2010, she ranked in the Top 20 in Rounds Under Par, Birdies and Putts Per Green. Nordqvist also had two Top 10 finishes on the Ladies European Tour in 2010.

Growing up in Eskilstuna, Sweden, Nordqvist was involved in many different sports from an early age and shared an athletic interest with her brothers and parents. She began playing golf at age 13 because she claims she didn't want to be the worst golfer in her family. That desire quickly led to a burning passion. She eventually attended Arizona State University, where she helped lead the golf team for 2½ years before leaving to pursue her dream of playing professional golf. The six-foot-tall star now resides in Orlando.

For more information about Nordqvist, visit us online at www.cobragolf.com, or contact COBRA-PUMA GOLF Customer Service (800-917-3300) or Terra Teat, Cobra (760-710-3366) or Kristine Owens, PUMA Golf (617-488-1009).

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About Cobra Golf

At Cobra, we only design and engineer equipment that maximizes the games of all golfers. With advancements like E9 Face Technology, Adjustable Flight Technology and Baffler Rail technology, our entire focus is on designing real golf technology that improves the games of avid golfers. Cobra's full line of 2011 equipment includes: Cobra S3 and Cobra S3 Max Drivers and Fairways; ZL Driver along with the Limited Edition White ZL Driver; Baffler Rail Fairways and Hybrids; Cobra S3, S3 Max and S3 Pro irons.

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 sport and lifestyle footwear, apparel and accessories for both men and women. 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 AG, one of the world's leading sportlifestyle companies that designs and develops footwear, apparel and accessories. For more information, visit golf.puma.com and cobragolf.com