



COBRA GOLF LAUNCHES KING COBRA SPEED DRIVER LINE

Exclusive Hotter 9 Points Technology Speed Tuned to your Game for Maximum Distance and Accuracy

Carlsbad, CA (10/11/05) – The fastest way to hotter, straighter drives has arrived. Cobra Golf introduces the King Cobra Speed Series, the first driver line designed to optimize every player's unique ball speed for unmatched distance and accuracy. The new Speed Series consists of four models, each designed for distinct player types and their specific ball speeds.

"All 460cc drivers are not created equal. King Cobra Speed Drivers have the largest clubface in golf, which, combined with Cobra's advanced face technology, optimizes flex across the entire face for increased ball speed and distance," said Jeff Harnet, President of Cobra Golf. "Then from head to shaft to grip, every King Cobra Speed model is tuned to a specific player profile to increase their ball speed, distance and accuracy."

King Cobra Speed Drivers are available in the following models – X/Speed, F/Speed and M/Speed. M/Speed Drivers are also available in Women's and Senior's models. In addition, Cobra offers an XX/Speed Driver, which is the club of choice for the Cobra Long Drive Team.

All King Cobra Speed Drivers conform to the USGA and R&A Rules of Golf. They will begin shipping to golf shops in November with a suggested retail price of \$370.

Features and benefits of the new King Cobra Speed Series Drivers:

KING COBRA SPEED SERIES TECHNOLOGY

- **Golf's Largest Face Area.** A larger clubface means a hotter clubface with greater forgiveness. The 460cc King Cobra Speed Drivers have a 38% larger face than the Callaway Big Bertha 454, 42% larger than the Callaway FT-3, 30% larger than the Cleveland Launcher 460, 27% larger than the Ping G2/G5, 25% larger than the Taylor Made r5, and 35% larger than the Taylor Made r7. That's why Speed Series Drivers are the only drivers in golf with the exclusive Hot Zone™.
- **New Wide Body Sole Design.** The Speed Series advanced sole design takes the driver's center of gravity lower and further back in the clubhead by pushing the Dual Weighting System inserts back and out towards the perimeter of the sole. This generates higher MOI (Moment of Inertia) for greater clubhead stability, improved accuracy and unmatched forgiveness. The new Wide Body Sole design also promotes high launch for optimal distance.
- **Exclusive MRLC Technology.** The Milled Rhombus L-Cup laser weld face insert, featuring an ultra thin perimeter, delivers greater face flex for increased ball speed. Laser welding creates a lighter, thinner weld line for a hotter, more consistent response across the 9 Points on the clubface.
- **Fast-back Crown Design.** Speed Series Drivers' unique crown design slants back, moving the center of gravity even lower and further back in the head to create a higher launch angle and low spin ball flight for optimal launch and carry.

EXCLUSIVE SPEED TUNING

- **Speed Tuned Custom Heads.** The XX, X, F and M/Speed Series Driver heads are specifically designed for distinct player segments and their specific ball speeds.
- **Speed Tuned Custom Graphite Shafts.** Customized, co-branded shafts are tuned to each individual model to optimize the performance of every Speed Series Driver – resulting in greater accuracy and distance.
- **Speed Tuned Custom Grips.** The weight, compound and design of each grip is specifically tuned to provide the perfect feel and performance for each Speed Series model/player type. Speed Series Drivers are the first driver line to be tailored to specific player ball speeds. Using the chart below, players will determine the right Speed Series Driver for them by identifying their ball speed, swing speed and/or average driving distance.

**Also available in XX/Speed for ultra-high speed players. 8.5° loft with 46" Fujikura Vista Tour shafts. Driver of choice for the Cobra Long Drive Team.

**M/Speed is also available in Senior's (12° loft) and Women's (13.5° loft) with Mitsubishi Bassara shafts.

Marketing support. The Speed Series will be heavily supported by demo days, tech van appearances and in-shop displays, as well as print, television and internet advertising campaigns. For photography or more information about King Cobra Speed Drivers, please visit us online at www.cobragolf.com, or contact Joe Gomes, Director of Communications (508.979.3211) or Todd Colburn, Director of Marketing (760 930-2160). Titleist, FootJoy and Cobra comprise the major golf brands of Acushnet Company, an operating company of Fortune Brands, Inc. (NYSE - FO). Titleist, Cobra, FootJoy, King Cobra, Hot Zone and King Cobra Speed Series are trademarks of Acushnet Company. All other trademarks are property of their respective owners.]

King Cobra Drivers were ranked #1 in Overall Driver Satisfaction Ratings in 2003 and 2004, according to Darrell Survey U.S. Consumer Research.