



FOR IMMEDIATE RELEASE

COBRA PUMA GOLF APPOINTS VML AS GLOBAL AGENCY OF RECORD

KANSAS CITY, Mo. (Feb. 26, 2014) – [VML](#), a global marketing agency, today announced it has been selected by leading golf brand, COBRA PUMA GOLF, to serve as its global agency of record. VML will be responsible for overall brand direction for both COBRA GOLF and PUMA GOLF, including creative concepts for broadcast, print, digital, event and retail point of sale.

“VML is an innovative agency with extensive expertise in creating meaningful consumer experiences within the world of marketing, and we are excited to have them on board,” said Bob Phillion, president of COBRA PUMA GOLF. “Their understanding of the industry and ability to tell our Game Enjoyment story across multiple platforms will help us elevate our communications platform and reach an even greater global audience.”

The first creative collaboration by COBRA PUMA GOLF and VML is a print ad available this month in the annual swimsuit issue of Sports Illustrated. Additionally, VML has taken over the activation of the current COBRA “Go Looooong” campaign and will continue to focus on all 2015 product launches.

“This is a great opportunity to work with an innovative brand across all of its marketing,” said Gard Gibson, the executive business leader for the COBRA PUMA GOLF team at VML. “Our entire team is remarkably passionate about this partnership and we are excited about the enormous potential to grow the brand in the golf category.”

“VML is committed to making an impact for the brand by unifying all communication touch points on a global scale,” added Jon Cook, CEO and president at VML.

As the global agency of record, VML will also be responsible for creative in global markets, including the UK, Canada, Japan, Germany, Sweden, South Korea, South Africa, Australia and China.

COBRA PUMA GOLF is based in Carlsbad, Calif., and will work primarily with VML’s Kansas City office.

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About VML

VML is a global marketing agency that delivers forward-thinking ideas and solutions for the world's most influential brands, including MillerCoors brands Coors and Coors Light, Charter Communications, COBRA PUMA GOLF, Colgate-Palmolive, Dell, Gatorade, the Kellogg Company, Microsoft, NAPA AUTO PARTS, PepsiCo, SAP, Southwest Airlines, U.S. Bank, Wendy's and Xerox.

Founded in 1992 and headquartered in Kansas City, Mo., VML has more than 1,900 employees with principal offices in 24 locations across six continents. In 2001, VML joined the world's largest communications services group, WPP, and is a partner agency with Y&R within the Young & Rubicam Group. For more information, visit www.vml.com.

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 SE, one of the world's leading sport lifestyle companies that designs and develops footwear, apparel and accessories. For more information, visit www.puma.com/golf and www.cobragolf.com.