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NEWS FROM: Smith Consulting Architects

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**DESIGN UNDER WAY BY SMITH CONSULTING ARCHITECTS  
FOR NEW COBRA - PUMA GOLF HEADQUARTERS IN CARLSBAD**

SAN DIEGO, Calif. – (January 13, 2011) – Smith Consulting Architects, a San Diego-based multi-disciplined design firm, has design under way for the 56,185-square-foot office, R&D, manufacturing and warehouse facility of COBRA - PUMA Golf. The two-story, tilt-up concrete building is located at 1818 Aston Ave. in Carlsbad, Calif.

PUMA AG purchased Cobra Golf last May, combining the Cobra Golf and PUMA Golf brands to create the new company, COBRA - PUMA Golf. The merger leveraged PUMA Golf's inventive footwear, apparel and accessory designs with Cobra Golf's advanced equipment, innovation and superior performance to position COBRA - PUMA Golf as an inclusive company for golfers of all abilities, attitudes and styles. The two brands will continue to be developed separately, while maximizing resources and collaborating on operations, research, design and marketing.

The tenant improvement-remodeling project will update the existing Cobra Golf facility to accommodate the new COBRA - PUMA Golf company's operations. Smith Consulting Architects' scope of work includes programming, design, construction drawings, permit processing, construction administration, furniture RFPs and furniture design collaboration. The project also involves the development of new workspace standards to allow for optimization of office square footage.

The design concept for the remodeled space incorporates a sleek, minimalist theme that reflects the company's progressiveness while providing a neutral background for the vibrant, highly stylized COBRA - PUMA brands to be displayed throughout the facility. White, gray and chrome furnishings will create a modern aesthetic, while Espresso-stained wood accents will add a warm, elegant appeal. Custom lighting and finishes will enhance the overall contemporary look and complement the COBRA - PUMA brand.

Tenant improvement construction begins this month, with completion targeted for this August. Bryan Tremble, Sr, Director of Operations for COBRA - PUMA Golf, and Richard Ruzylo, Facilities Manager, are providing project oversight.

Mark Langan, LEED AP, and vice president with Smith Consulting Architects, is serving as the project architect, with Erica Roman, LEED AP as interior designer.

MPE Consulting is the electrical engineer, and OfficePlanIt is the furniture vendor. Reno Contracting is the general contractor.

About Smith Consulting Architects:

*Founded in 1988 by Cheryl (Dennie) Smith, Smith Consulting Architects is a multi-discipline design firm providing full-service planning, architecture and interior design. In addition to corporate headquarters and office facilities, the company has specialized expertise in R&D, life science, complex manufacturing, government and industrial facilities. Smith Consulting Architects is a member of the U.S. Green Building Council, with expertise in sustainable design. The firm is comprised of 21 design and support professionals, with offices located in San Diego and Palm Desert, Calif. More information about the firm can be found on the Web at [www.sca-sd.com](http://www.sca-sd.com).*

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