

Foursum

UNDER EMBARGO UNTIL TUESDAY, MAY 13th, 2014 9:00am EST

Foursum Scores Major In-App Integration Partnership with COBRA PUMA GOLF;
Mobile partnership with Foursum will be the first-of-its-kind for the global sport lifestyle brand.

Tuesday, May 13th, 2014

New Brunswick, Canada: Foursum, the world's first and only online country club announced today that they have officially partnered with COBRA PUMA GOLF to bring a major in-app integration to their platform. The strategic integration of a mobile partnership such as this, marks the first-of-its-kind for the COBRA PUMA GOLF brand, recognized worldwide for their dedication to innovation.

First launched in 2013, Foursum is an all-in-one mobile app allowing golfers to manage their game as they connect, compare, and compete with friends. The first true social network for golfers, Foursum adds a new element of fun to the classic game. It allows even the most seasoned golfers to gain insight into their performance, while appealing to the next generation of golfers.

Starting today, Foursum users will now be able to experience COBRA PUMA GOLF sponsored challenges within the app. The first, the COBRA "GO LOOOOONG!" challenge will launch in May, challenging golfers to drive the ball ten miles of yardage throughout the duration of the challenge. The inaugural challenge will run May through June 2014. In addition to the COBRA PUMA GOLF challenges, select rounds will be sponsored by the major label.

"We're excited about the opportunity to have the Foursum name associated with such an iconic brand in golf," said Foursum CEO and Co-Founder Matt Eldridge. "We have always loved the PUMA brand and we strongly support the role they've played in growing the game of golf. Deciding to partner with them was a no brainer for us."

Beyond just prominent brand incorporation on a mobile level, Foursum will be working with COBRA PUMA GOLF and their athletes, including Rickie Fowler, Graham Delaet and Blair O'Neal, to bring a new and unique experience to golfers. They will also team up this summer for a joint partnership with the Maple Leaf Junior Tour.

To learn more about Foursum visit <http://foursum.com/>.

Quick Facts:

The Company: Foursum

Website: <http://Foursum.com>

Blog: <http://blog.foursum.com/>

Facebook: <https://www.facebook.com/foursumgolf>

Twitter: [@Foursum](#)

President / Co-Founder: Matt Eldridge

Technical Lead / Co-Founder: Adam MacDonald ([@amacdonald](#)) PGA of Canada / Co-Founder:

Louis Melanson ([@louismelanson](#))

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