

For Immediate Release

Exotics EX10 Driver -- a MATERIAL ADVANTAGE

Bringing together materials from around the globe!

Batavia, IL (January 9, 2017) – Tour Edge Golf, *Golf's Most Solid Investment*, officially introduces the 2017 Exotics product line; EX10. Commencing the new launch is the EX10 adjustable driver. Advertising a **MATERIAL ADVANTAGE** the EX10 driver features a new lighter-weight 8-1-1 titanium chassis and new Japanese TSP Beta Ti thinner face for unprecedented forgiveness and distance. A 10 and 12 degree head is available with a new hosel system that doubles the adjustability options, allows players to raise or lower the loft +/- two degrees. The EX10 driver technologies unite to maximize confidence off the tee.



The EX10 460cc head features premium Japanese materials; TSP 910 Beta Ti face plate and 8-1-1 Titanium chassis. The TSP 910 Beta Ti is an exceptionally light and strong material that allows engineers to develop a larger face plate. The larger face increases the sweet spot and combined with hexagonal variable face thickness offers more forgiveness from more points on the face, especially in the heel and toe areas.

Tour Edge R&D paired the superior TSP 910 Beta Ti face plate with the high performance 8-1-1 Titanium in the crown. Incredibly strong and light, 8-1-1 allows added weight to be strategically repositioned lower and deeper in the head for optimal launch angle and spin results.

A substantial 19 grams is housed in the sole of the EX10 driver for the most impactful results in deep sole weighting. The 10-gram screw fits into a 9-gram weight pad specifically located for a higher MOI. The interchangeable rear center sole weight helps players optimize the club's performance based on the individual preferences of each golfer. Additional weights can be

purchased as a kit or individually. The kit includes 6-gram, 12-gram and 14-gram weights to increase or decrease the swing weight.

The aerodynamics in the EX10 driver are greatly enhanced by a more sloping crown and four speed channels on the sole. The new, more tapered head profile also reduces aerodynamic drag and saves weight that is redistributed in the sole of the club to achieve optimal ball flight. The speed channels also enhance the aerodynamics of the club head and stabilize off-center hits with higher MOI.

Premium high-performance stock shafts options: Aldila Rogue Max Series, Graphite Design Tour AD50, and Mitsubishi Bassara E-Series. NEW- there is no-charge for custom premium shaft options, including: Project X Hzdus series, Mitsubishi Rayon Tensei CK Blue series, Mitsubishi Rayon Diamana series, Exotics Fujikura Pro series, Exotics Matrix Tie series, and Aldila Rogue Silver & Black series.

The new Aldila Rogue M-AX (Multi-Axial) employs a new and unique woven graphite material to the outer layer of the shaft. This novel use of full length 90 degree fibers provides significantly improved lateral (cross-sectional)

#Continued#

stability to the shaft during shaft loading and release to provide increased energy to the golf ball at impact, and to allow for a more consistent release path swing after swing.

The Tour AD50 utilizes premium, aerospace quality 50t carbon-fiber materials to provide the best performing shaft available. The softer mid-section bend profile of the Tour AD allows the player to load the shaft properly, yet it maintains a firm enough tip section through impact promoting a high launch and low spin ball flight condition.

Mitsubishi Bassara E-Series: E-Series Utilizes the latest premium lightweight materials and is especially designed to perform well with today's larger and lower spinning head designs.

Projected ship date is February 1, 2017. The EX10 driver is available in two adjustable heads, a 10 degree head, and a 12 degree head. Additional weight screws can be purchased as a kit or individually. The kit includes 6-gram, 12-gram and 14-gram weights to increase or decrease the swing weight. Suggested retail price: \$349.99.

Every Tour Edge club comes with a lifetime warranty and a 30-day play guarantee.

For more information, call (800) 515-3343 or visit touredge.com.



Media Contact:

Joanne Miller, Tour Edge Golf, (630) 584-4777 x110, jmiller@touredge.com

About Tour Edge Golf

Located in Batavia, IL, and celebrating 30 years, Tour Edge is Golf's Most Solid Investment. Tour Edge manufactures and sells golf clubs under the Exotics, Hot Launch, and Bazooka brand names. Exotics products bring futuristic technologies to the marketplace with experienced designers and smaller production runs. Hot Launch has forged a name for itself as a producer of high-quality golf clubs that are sold at unbeatable prices. Custom clubs are hand assembled in the United States and distributed throughout the world. High resolution images are available at www.touredge.com (select media center).

##END##