

For Immediate Release

Tour Edge Launches Revolutionary New Exotics CBX Iron-Wood *A New Era of Versatility for Iron-Wood Hybrid Design*

Batavia, IL (September 6, 2017) –Tour Edge, *Golf's Most Solid Investment*, has introduced the Exotics CBX Iron-Wood, a club that features a new ground-breaking high-tensile steel 'L' cup face design that pushes the classic iron-wood design to provide maximum forgiveness and explosiveness off the face.



Delivering powerful distance with minimal spin, the CBX takes aim at players who want hybrid performance combined with the feel and workability of a traditional forged iron design.

Tour Edge hybrids and iron-woods have been setting standards for years as industry pioneers in 'rescue' club advancements. The Exotics R&D team continues the tradition in the new CBX Iron-Wood, featuring a new 'L' cup face design combined with a hollow-style body to achieve a maximum CT measurement. CT, or Characteristic Time, is the testing method used to determine if the spring face effect of a clubhead

conforms to the USGA Rules of Golf.

Our test results show that achievement of the maximum CT measurement produces irons one club stronger than current distance irons which makes them a great replacement for hybrids. Straighter and more consistent than longer length shaft wood like hybrids - but just as long! That's the new technology of these tools.

"As one of the first companies to debut hybrids back in the late 90s, we have come a long way in technology advancements and design aesthetics," said David Glod, President and Founder of Tour Edge Golf. "Our new CBX Iron-Wood brings the best of both together with a forged cup face and is available in either a traditional silver finish or the limited edition black pearl finish. The CBX, more than any previous models, gives you feel, power, and workability all in one versatile, streamlined club."



The 'L' cup face dramatically increases the CT level across a greater surface area of the club face. The bottom of the 'L' acts as a hinge allowing the entire face to flex at impact, not just the center of the sweet spot. A thinner leading edge provides a dramatic spring-effect throughout the face for incredible forgiveness on miss-hits either off the toe or the heel.

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This revolutionary combination of the L-cup technology combined with forged Japanese HT 980 steel produces powerful distance with minimal spin, while the hollow body design allows for precise weighting and remarkable forgiveness for players of all levels. The versatile CBX's unique rounded sole brings a hybrid-style into the design, while the heavily beveled leading edge glides easily through any turf.

Available in the fall of 2017 in four lofts; 2 (17 degree), 3 (19 degree), 4 (22 degree), and 5 (25 degree). The suggested retail price of the CBX Iron-Wood is \$199.99 and it is projected to ship to authorized Tour Edge dealers September 12, 2017. A limited edition Black Pearl finish will also be available at a suggested retail price of \$249.99.

Premium shafts include the Project X HZRDUS series and Mitsubishi Rayon Kuro Kage Silver Dual Core, a standard Lamkin Z5 grip for comfort.

About Tour Edge Golf

Located in Batavia, IL, and celebrating 31 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).

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.

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