

PRESS RELEASE

MCA GOLF

A Group Company of
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FOR IMMEDIATE RELEASE

MCA GOLF, INC. Introduces Diamana™ DF-Series

Carlsbad, CA - (September 15, 2018) - Strength, stability and performance collectively have a new name – Diamana™ DF-Series. We've taken two of our most time-tested, tour-proven profiles – Blue Board and White Board -- along with Mitsubishi Chemical's latest design and material innovations, to create the Diamana™ DF-Series. This driver shaft features strategically positioned DIALEAD™ Pitch Fiber, and an incredibly strong hybrid prepreg that combines MR70 – a proprietary carbon fiber material that's 20% stronger and has 10% higher modulus than conventional carbon fibers -- with boron fibers, to create a lower-launching, stiff-tip profile.

“Think of it as a hybrid between our popular Blue Board and White Board profiles,” says Mark Gunther, Vice President of Sales and Marketing for MCA GOLF. “That is, it generates low spin like the White Board, but its low-to-mid launch is a little bit higher -- like the Blue. It's a friendlier shaft for most golfers, and a completely new profile for the Diamana Series.”

This new shaft features several proprietary technologies:

DIALEAD™ Pitch Fiber

Pitch fiber is costly and difficult to manufacture but is much stronger than standard carbon fiber. Fortifying the prepreg with our proprietary DIALEAD™ Pitch Fiber yields outstanding strength and energy transfer, while minimizing shaft deformation.

MR70

Specifically designed and developed by Mitsubishi Chemical for high-performance applications, MR70 is an innovative, new carbon fiber material that's 20% stronger and has 10% higher modulus than conventional carbon fibers.

Boron

Boron fiber is equivalent in stiffness to high modulus carbon fiber with superior compression strength. As a result, it's often utilized for structure reinforcement most notably in military applications.

Ion Plating

The Ion Plating process creates a sophisticated, premium finish that cannot be achieved by just applying paint. The shaft is put into a vacuum chamber where chrome or silver alloy ions are fused to the shaft. It's a more costly, time-consuming process but it creates a stunning finish that we think is worth the extra effort.

Who It's Best For

The Diamana™ DF-Series is for more aggressive swingers wanting a low/mid-launching and low-spinning profile.

Pricing and Availability

The Diamana™ DF-Series is available through MCA GOLF authorized retailers and dealers nationwide, with a suggested retail price of \$400 USD.

It's offered in the following weights and flexes:

Diamana™ DF-Series 50 (R, S, X)

Diamana™ DF-Series 60 (R, S, X, TX)

Diamana™ DF-Series 70 (S, X, TX)

Diamana™ DF-Series 80 (S, X, TX)

ABOUT US

MCA GOLF, INC. is a wholly owned subsidiary of Mitsubishi Chemical Holdings Corporation, dedicated to designing and developing high performance composite golf shafts for discerning golfers everywhere. MCA GOLF, INC. leverages its own resources and raw materials through vertical integration, which gives it a competitive advantage. Over the years, it has been a leading supplier of premium composite golf shafts worldwide. With many of the world's best players using its golf shafts, MCA GOLF, INC. has established itself as a dominant force in the golf industry.

For additional information, please contact:

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