

# PRESS RELEASE

**MCA GOLF**

A Group Company of

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FOR IMMEDIATE RELEASE

## Mitsubishi Introduces Diamana™ Putter Series

Carlsbad, CA (January 23, 2018) -- MCA GOLF, INC. has debuted its first-ever putter shaft series. Featuring two flex options, this series encompasses a thorough offering with something for every golfer.

This is the future standard, as the Diamana™ Putter Series promotes a smoother, more responsive feel through impact while contributing to a truer roll off the putter face. A carbon fiber shaft engineered specifically for use in putters provides more versatility in design, performance and the ability to fine-tune weight distribution.

The Diamana™ Putter series features two flex variations targeted at improving distance and line control for all player types. The 1.0 flex is softer and promotes more feel, while the 2.0 flex is a bit stiffer. Each flex provides a smooth feel through impact while aiding in a purer roll off the putter face. The shaft features the same overall stiffness as a steel putter shaft but with improved feedback and enhanced distance control. The Diamana™ Putter is intended for putters featuring a straight tapered tip shaft with 0.355" diameter.

### TECHNOLOGY

The full length of the shaft features Mitsubishi Chemical's Woven Spread Tow Fiber. The company's bi-axial woven material with ultra-thin spread tow fiber delivers more strength in compression, due to reduced fiber bulking. Our thinner woven materials can achieve a superior strength-to-weight ratio vs. traditional carbon fiber woven preregs, due to more fiber and less resin.

### WHO IT'S BEST FOR

The Diamana™ Putter shaft is designed for golfers looking to optimize distance control and line. The different flex variations provide different feel options to accommodate all player types.

### PRICING AND AVAILABILITY

The Diamana™ Putter shaft will be available through MCA GOLF, INC. authorized retailers and dealers nationwide, and has a manufacturer's suggested retail price of \$260 USD.

135 gram (1.0, 2.0 Flex)

## **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.

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