

PRESS RELEASE

MCA GOLF

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FOR IMMEDIATE RELEASE

MCA GOLF, INC. INTRODUCES THE NEXT GENERATION Diamana™ - Diamana™ RF-SERIES

Carlsbad, CA (October 1, 2017) -- MCA GOLF, INC. introduces the Diamana™ RF-Series. The Diamana™ RF-Series is the latest offering in the long-standing Diamana™ brand of premium golf shafts that have captured more than 120 global professional wins since 2004.

The new Diamana™ RF-Series, available in weights of 50, 60, 70 and 80 grams, is made exclusively at our state-of-the art facility outside Tokyo, Japan, and features several significant enhancements over its predecessor, the current Diamana™ R-Series.

The Diamana™ RF-Series uses the same proprietary hybrid prepreg that was used in the initial Diamana™ BF-Series. This new hybrid prepreg, designed, developed and produced by the Mitsubishi Chemical team of engineers in Japan, combines Boron fibers with Mitsubishi Chemical's latest carbon fiber innovation MR70. MR70 carbon fiber was originally designed for high-performance aerospace applications, and is 20% stronger and has 10% higher modulus than conventional carbon fibers. The hybrid prepreg has been strategically positioned in the tip-section of the shaft in order to provide superior strength and stability at impact.

"We are excited to bring the next in a long line of innovative, high-performance Red Board profiles from Mitsubishi Chemical to market.," says Mark Gunther, Vice President of Sales and Marketing at MCA GOLF. "" This new profile is the perfect compliment to the BF-Series that was introduced last year and seen tremendous success on the global professional tours."

The Diamana™ RF-Series is built on a higher launching, softer tip bend profile and includes a refined blend of our most innovative technologies:

MR70 with Boron Hybrid Prepreg

Specifically designed and developed by Mitsubishi Chemical for high-performance aerospace applications, MR70 is an innovative new carbon fiber material that is 20% stronger and has 10% the modulus than conventional materials. Our team of engineers have combine MR70 carbon fiber with Boron fibers to create a new proprietary hybrid prepreg that deliver superior strength and stability over traditional prepreg materials. This new hybrid prepreg is designed, developed and produced by Mitsubishi Chemical/Graphite Shafts.

DIALEAD™ Pitch Fiber

Pitch fiber is more costly and difficult to manufacture, but is much stronger than standard carbon fiber. By placing the prepreg fortified with Mitsubishi Chemical's proprietary DIALEAD™ Pitch Fiber in the butt-section of the new Diamana™ RF-Series, we can better prevent shaft deformation and deliver superior strength, for increased energy transfer during the swing.

WHO IT'S BEST FOR?

Players seeking higher launch conditions-, and maximum control from a more active tip bend profile.

PRICING AND AVAILABILITY

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

The shaft, for woods, is offered in the following weights and flexes:

Diamana™ RF-Series 50 (R, S, X)

Diamana™ RF-Series 60 (S, X, TX)

Diamana™ RF-Series 70 (S, X, TX)

Diamana™ RF-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 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 has established itself as a dominant force in the golf industry.

For additional information please contact:

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