

PRESS RELEASE

MCA GOLF

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FOR IMMEDIATE RELEASE

Mitsubishi Chemical/Graphite Shafts Introduces Next Generation Diamana™ X-Series

Carlsbad, CA (May 1, 2017) – MCA GOLF announces the release of a next generation concept golf shaft that utilizes Mitsubishi Chemicals best materials and most proven designs to create one of the most stable, low torque, high-performance golf shafts they have ever created - Diamana™ X-Series.

The 2nd Generation Diamana™ X-Series continues to push the limits of golf shaft performance by taking a spare no expense approach to materials, design and innovation. The new Diamana™ X-Series utilizes Mitsubishi Chemical's patented Multi-Dimensional Interlay (M.D.I.) construction technique, 90-Ton and 78-Ton DIALEAD™ Pitch Fiber angle plies and for the first time a full-length application of our MR70 fiber – the strongest carbon fiber in today's market, to deliver one of the most stable, lowest torque, high-performance golf shafts MCA GOLF has ever developed.

“We removed the barriers that often limit golf shaft design and challenged our engineers to develop a golf shaft that would simply perform,” says Mark Gunther, Vice President of Sales and Marketing at MCA GOLF. “The result - Diamana™ X-Series. Diamana™ X-Series is built from the best materials and designs, and to exacting specifications (± 1 gram and ± 1 cpm).”

Multi-Dimensional Interlay (M.D.I.)

Multi-Dimensional Interlay (M.D.I.) Technology allows us to layer carbon fiber in different directions along the shaft, to create very specific bend and torsion characteristics for the desired shaft performance. This gives us precise, pinpoint control over stiffness, stability and flex in any profile, while reducing shaft deformation at impact.

DIALEAD™ Pitch Fiber

Diamana™ features our latest prepreg with DIALEAD™ Pitch Fiber for outstanding strength and energy transfer with a minimum of shaft deformation. While more costly and difficult to manufacture, the pitch fiber we are using is much stronger than traditional carbon fiber. All prepreg used in our shafts is developed and produced by Mitsubishi Chemical, or our trusted partners, giving us precise control over every step of the process.

MR70

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

WHO IT'S BEST FOR?

Diamana™ X-Series is a smooth, well-balanced profile designed to perform for a wide range of player abilities. It's the perfect balance of performance and playability.

PRICING AND AVAILABILITY

Diamana™ X-Series is available through select MCA GOLF authorized retailers and dealers nationwide, and has a suggested retail price of \$800 USD.

Diamana™ X-Series 50 (SR, S, X)

Diamana™ X-Series 60 (S, X)

Diamana™ X-Series 70 (S, X, XX)

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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