

# PRESS RELEASE

**MCA GOLF**

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FOR IMMEDIATE RELEASE

## **MCA GOLF, INC. Debuts KURO KAGE™ Black with Dual-Core TiNi Wire and Straight Flight Weighting**

Carlsbad, CA - (August 15, 2018) - Building further on the success of the KURO KAGE™ franchise, MCA GOLF, INC. has introduced the next-generation, lightweight KURO KAGE™ Black with Dual-Core Titanium Nickel (TiNi) Wire and Straight Flight Weighting (SFW).

Offered in weights of 40 and 50 grams, the KURO KAGE™ BLACK with Dual-Core TiNi and SFW helps generate a higher-launch with mid-spin. “This is a lightweight, high-launching KURO KAGE™ offering,” says Mark Gunther, Vice President of Sales and Marketing for MCA GOLF. “It has the same profile as its predecessor KURO KAGE™ Black TiNi, but now has Dual-Core TiNi Wire and SFW that helps golfers square the clubface through impact, thus creating straighter shots.”

This new shaft features several proprietary technologies:

### **Straight Flight Weighting (SFW)**

The Straight Flight Weighting (SFW) system improves ball flight. As a shaft gets lighter, it becomes more difficult for a golfer to square the clubface or turn the club over through impact. The effect becomes noticeable with shafts weighing less than 60 grams. Thus, SFW is designed to help the golfer turn the club over easier through impact, which in turn straightens a slight fade or promotes a slight draw. A short section of tungsten-weighted prepreg is precisely placed under the lower end of the shaft’s grip area, to produce the effect.

### **Dual-Core Titanium Nickel (TiNi) Wire**

Titanium Nickel (TiNi) Wire is a premium elastic wire that immediately springs back to its original shape when stretched. By placing a double layer of TiNi Wire (Dual-Core TiNi) in the tip section of the shaft -- on both the outer and inner walls -- we can further increase the strength and stability at impact and deliver tighter shot dispersion. It also gives golfers more power and control. Plus, the elastic nature of the TiNi Wire provides outstanding feedback and feel.

### **Low Resin Content (L.R.C.) Prepreg**

Our Low Resin Content (L.R.C.) prepreg, with up to 15% more carbon fiber and 13% less resin than traditional prepreps, allows us to create a higher density of carbon fibers without adding weight. The result: More strength with enhanced feel.

### **Variable Torque**

Our Variable Torque system optimizes performance by targeting shaft torque and flex. Players of all abilities can benefit from a torque and flex designed to meet their swing speeds.

### **Who It's Best For?**

The KURO KAGE™ Black with Dual-Core TiNi and Straight Flight Weighting (SFW) is for players wanting a high launch with mid spin, in a “smooth” bend profile that offers extreme control and stability.

### **Pricing and Availability**

The KURO KAGE™ Black with Dual-Core TiNi and Straight Flight Weighting (SFW) is available through MCA GOLF authorized retailers and dealers nationwide, with a suggested retail price of \$300 USD.

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

**KURO KAGE™ Black with Dual Core TiNi SFW 40 (L)**

**KURO KAGE™ Black with Dual Core TiNi SFW 50 (A, R, S, X)**

**KURO KAGE™ Black with Dual Core TiNi 45 (L)**

**KURO KAGE™ Black with Dual Core TiNi 55 (R, S, X)**

### **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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