

PRESS RELEASE

MCA GOLF

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FOR IMMEDIATE RELEASE

MCA GOLF Unites Best of Composite and Steel in MMT™ Iron

Carlsbad, CA – (June 01, 2019) – Mitsubishi Chemical announces MMT™ Iron Series, featuring an all-new irons-centric technology that seeks to redefine the possibilities for feel and performance in a composite iron shaft.

“MMT™ stands for Metal Mesh Technology, an exciting, new innovation that expands the potential for composite iron shaft construction,” says Mark Gunther, Vice President of Sales and Marketing for MCA GOLF. “It’s born from more than 30-years of composite shaft mastery at MCA – with the technology actually originating in our Archery Division – and opens up new avenues for our continued cutting-edge exploration.”

Designed to maximize the benefits of both composite and steel performance, MMT™ takes full advantage of the Mitsubishi end-to-end manufacturing approach. As layers of prepreg are stacked to build the shaft’s core, a section of unique Metal Mesh is integrated towards the tip. This Metal Mesh – made up of individually braided strands of 304 Stainless Steel – improves the density and stability of the shaft. Together this yields a finely tuned, highly responsive shaft that still provides the consistent launch and spin control needed for precise iron play.

The composite construction gives Mitsubishi engineers total control over the manufacturing process in a way that can’t be replicated with an all-steel product, precisely distributing the flex throughout the shaft. The integration of MMT™ adds weight and stabilizes the tip to give players the same ability to shape and control shots that a heavier steel shaft would provide.

MMT™ Iron Series are ideal for any player who wants to experience the performance benefits of a composite iron shaft while still getting consistent launch and spin needed for proper distance control and touch.

MMT™ Iron with Parallel Tips will be available in five weights from 40g to 80g.

MMT™ Iron Series will be released this summer and available through MCA GOLF authorized retailers and dealers nationwide, with a suggested retail price of \$90.00 USD (MMT™ Iron).

Weights and flexes:

MMT™ Iron 40 (L Flex)

MMT™ Iron 50 (L Flex)

MMT™ Iron 60 (A, R Flex)

MMT™ Iron 70 (R Flex)

MMT™ Iron 80 (R, S Flex)

Profile:

MMT™ Iron – Mid Launch and Mid Spin

Technology Featured:

METAL MESH TECHNOLOGY (MMT™)

MMT™ combines the best of composite and steel in an iron shaft. A unique Metal Mesh – made from individually braided strands of 304 Stainless Steel – is integrated into the shaft’s prepreg layers towards the tip. This improves density and stability, while also allowing for thinner overall composite wall construction. Together this yields a finely tuned, highly responsive shaft that still provides the consistent launch and spin control needed for effective iron play.

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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