

PRESS RELEASE

MCA GOLF

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FOR IMMEDIATE RELEASE

MCA GOLF, INC. EXPANDS THE TENSEI™ CK SERIES

Carlsbad, CA (July 28, 2017) – Building on the overwhelming success of the TENSEI™ CK Series, MCA GOLF, INC. prepares to introduce additional profiles – TENSEI™ CK White and TENSEI™ CK Orange, to offer a greater range of fitting options for the performance oriented golfer.

TENSEI™ CK Orange builds off of MCA GOLF's classic, smooth bend profile, but unlike other shafts in the TENSEI™ CK Series family, TENSEI™ CK Orange has a unique counter balanced design for player's looking to further fine-tune their golf club performance. TENSEI™ CK White builds off of MCA GOLF's classic, tip-stiff, low-launching bend profile preferred by stronger players.

“These additional TENSEI™ profiles were developed in response to the unprecedented success of TENSEI™ CK Pro Series,” says Mark Gunther, Vice President of Sales and Marketing at MCA GOLF. “We wanted to create a complimentary offerings to TENSEI™ CK Blue and offers additional high-performance options for the discerning golfer.”

TENSEI™ CK White and TENSEI™ CK Orange will feature the same multi-material design, as its predecessor – TENSEI™ CK Blue. A Carbon Fiber/DuPont® Kevlar™ (CK) Weave reinforces the butt-section of the shaft, delivering greater control and stability.

Advanced Multi-Material Design

Eleven materials are used strategically throughout the various TENSEI™ CK Series designs, to increase stability, lower spin rates and significantly enhance feel.

Carbon Fiber/DuPont® Kevlar® (CK)

A Carbon Fiber/Kevlar® (CK) woven material; featuring Mitsubishi Chemical carbon fiber has been strategically placed under the hands to increase the strength and stability in the butt-section of the shaft in addition to providing superior feel and feedback throughout the swing.

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 prepregs allows us to create a higher density of carbon fibers without adding additional weight. The Result: Added strength with enhanced feel.

High-Balance Point Design (TENSEI™ CK Orange)

DuPont™ Kevlar® is a trademark or registered trademark of E. I. du Pont de Nemours & Company

By using innovative materials, like prepregs infused with tungsten powder, and creating slightly thicker walls toward the butt-end of the shaft we raised the balance point of the shaft, which creates the potential for lighter swing weights, increased head-speed and distance.

WHO IT'S BEST FOR?

TENSEI™ CK Orange

The TENSEI™ CK Orange builds off of MCA GOLF's classic, smooth bend profile. The mid-launch and mid-spin, counter balanced design is ideal for player's looking for the ability to fine-tune their golf club performance in an extremely stable and versatile design.

TENSEI™ CK White

The TENSEI™ CK White builds off of MCA GOLF's classic, tip-stiff, low launching and mid-to-low-spinning profile. TENSEI™ CK White is ideal for player's looking for enhanced control and stability, without compromising feel.

PRICING AND AVAILABILITY

TENSEI™ CK Orange will be available through select MCA GOLF authorized retailers and dealers nationwide, and has a suggested retail price of \$300 USD.

TENSEI™ CK Orange 50 (R, S, X)

TENSEI™ CK Orange 60 (R, S, X)

TENSEI™ CK Orange 70 (R, S, X)

TENSEI™ CK White will be available through select MCA GOLF authorized retailers and dealers nationwide, and has a suggested retail price of \$250 USD.

TENSEI™ CK White 60 (R, S, X)

TENSEI™ CK White 70 (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 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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