

# Press Release

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FOR IMMEDIATE RELEASE

## **MRC GOLF, INC. Expands Its Diamana™ +PLUS Limited Edition Offerings**

Carlsbad, CA - (November 11, 2016) - MRC GOLF, INC. has expanded the Diamana™ +PLUS Limited Edition line of premium shafts featuring a DIALEAD™ Pitch Fiber to include the Diamana™ M+PLUS Limited Edition and D+PLUS Limited Edition.

The addition of the Diamana™ M+PLUS Limited Edition and D+PLUS Limited Edition is in response to the success the brand has seen this past season. Customers were asking for a high-launching and low-launching option to complement the current smooth, mid-launching Diamana™ S+PLUS Limited Edition.

The Diamana™ +PLUS Limited Edition Series is enhanced with MRC's proprietary DIALEAD™ Pitch Fiber, known for its lightweight and superior strength. DIALEAD™ Pitch Fiber reduces the overall shaft weight by several grams and lowers the shaft's torque.

### **Diamana™ M+PLUS Limited Edition**

Similar to the Diamana™ S+PLUS Limited Edition, the Diamana M+PLUS Limited Edition has been designed with a higher balance point that maximizes shot-making workability and club fitting versatility. Its softer tip is ideal for players wanting to go higher, lighter and longer, while capitalizing on the high balance point movement in equipment. The Diamana™ M+PLUS Limited Edition is available in 50, 60 and 70-gram (R, S, X) offerings.

### **Diamana™ D+PLUS Limited Edition**

Diamana D+PLUS Limited Edition has been designed with a traditional balance point to help maximize target performance. It's tip-stiff for stronger players seeking a low launch and low spin in a standard length, standard weight driver. Diamana™ D+PLUS Limited Edition is available in 60 (S, X, TX), 70 (S, X, TX), 80-(S, X, TX) and 90-gram (TX) offerings.

“The introduction of the Diamana™ M+PLUS Limited Edition and D+PLUS Limited Edition was in response to the overwhelming success of Diamana S+PLUS Limited Edition,” says Mark Gunther, Vice President of Sales and Marketing at MRC GOLF. “Our customers have come to expect a full line of Mid, High, and Low Launching products when it comes to the Diamana™ line of products and we want to make sure they have all the options needed to work with the widest range of players.”

The Diamana™ M+PLUS Limited Edition and D+PLUS Limited Edition includes a refined combination of our most innovative technologies:

### **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's proprietary DIALEAD™ Pitch Fiber in the butt-section of this new Diamana™ +PLUS Limited Edition Series, we can better prevent shaft deformation and deliver superior strength, for increased energy transfer during the swing.

### **Multi-Dimensional Interlay (MDI)**

The Multi-Dimensional Interlay (MDI) process has been extended throughout the full length of the shaft, and not just the tip-section as in previous models. MDI enables us to layer ultra-thin carbon fiber in incredibly precise patterns and locations along the shaft, giving us pinpoint control over stiffness and stability. It also maximizes resilience when storing and releasing energy. Because the new MDI allows us to make use of thinner materials, we can reduce overall shaft weight by 3-to-4 grams without sacrificing torque.

### **Tough-QURE™**

Our new Tough-QURE™ Resin System developed internally at Mitsubishi Rayon, features extra polymers that are added during the curing process. These polymers fill tiny gaps in the prepreg, resulting in better feel and feedback. Tough-QURE™ also helps the material cure faster, producing a stiffer feel that's beneficial in the tip section.

### **High Balance Point**

The Diamana™ M+PLUS Limited Edition has been designed with a higher balance point than the current model. In fact, it's the highest balance point ever offered in our Diamana™ +PLUS Series.

### **Variable Torque**

The Diamana™ +PLUS Limited Edition Series incorporates our Variable Torque system that optimizes performance by targeting shaft torque and frequency. Players of all abilities can benefit from torque and frequencies designed specifically for R-flex, S-flex and X-flex swing speeds.

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

**Diamana™ M+PLUS Limited Edition.** For players wanting to go lighter and longer, while capitalizing on the high-balance point movement in equipment. It's our highest-launching profile in the Diamana™ +PLUS Limited Edition Series.

**Diamana™ D+PLUS Limited Edition.** For players seeking a low launch and low spin from a standard-length, standard-weight driver, with maximum control.

### **Pricing and Availability**

The Diamana™ +PLUS Limited Edition Series is available through MRC GOLF authorized retailers and dealers nationwide, with a suggested retail price of \$350 USD.

Diamana™ M+PLUS Limited Edition will be offered in the following weights and flexes:

**Diamana™ M+PLUS Limited Edition 50 (R, S, X)**

**Diamana™ M+PLUS Limited Edition 60 (R, S, X)**

**Diamana™ M+PLUS Limited Edition 70 (R, S, X)**

Diamana™ D+PLUS Limited Edition will be offered in the following weights and flexes:

**Diamana™ D+PLUS Limited Edition 60 (S, X, TX)**

**Diamana™ D+PLUS Limited Edition 70 (S, X, TX)**

**Diamana™ D+PLUS Limited Edition 80 (S, X, TX)**

**Diamana™ D+PLUS Limited Edition 90 (TX)**

### **About MRC GOLF**

MRC GOLF, INC. is a wholly owned subsidiary of Mitsubishi Rayon Co., LTD., dedicated to designing and developing high performance composite golf shafts for discerning golfers everywhere. MRC GOLF leverages its own resources and raw materials (vertical integration), which gives them a competitive advantage. Over the years, MRC GOLF has been a leading supplier of premium composite golf shafts worldwide. With many of the world's best players using Mitsubishi Rayon golf shafts, MRC GOLF has established itself as a dominant force in the golf industry.

### **For additional information please contact:**

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