

Press Release

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FOR IMMEDIATE RELEASE

MRC GOLF, INC. Debuts Next-Generation KURO KAGE™ Black Featuring TiNi Wire

Carlsbad, CA (July 17, 2015) -- Building on the success of the KURO KAGE™ Silver with TiNi, MRC GOLF, INC. has introduced the new KURO KAGE™ Black TiNi Series for woods, now with Titanium Nickel (TiNi) Wire added to the tip section for players looking to control launch and spin while shaping shots. This “classic” smooth bend profile is the perfect complement to the lower-launching, lower-spinning KURO KAGE™ Silver TiNi.

This new series – available in 50, 60, 70 and 80 gram weight offerings -- features the same technologically advanced Low Resin Content (LRC) Prepreg as the original, with up to 15 percent more carbon fiber and significantly less resin (20 vs. 33 percent) than standard prepreg. Fewer gaps and voids in the prepreg creates more consistent performance, increased stability and a better feel at impact with less harshness.

“The KURO KAGE™ Black TiNi Wood Series features the same smooth bend profile as the original with its softer mid-section balanced by slightly stiffer tip and butt sections.” says Mark Gunther, Vice President of Sales and Marketing for MRC GOLF. “The addition of the TiNi Wire technology provides enhanced feel, stability and strength through impact, which translates to longer, straighter drives. The new profile is ideal for golfers who need a higher launch than they get with the KURO KAGE™ Silver profiles, but with a similar feel.”

TiNi Wire

TiNi -- a super-premium, highly elastic wire with a unique ability to stretch and then immediately spring back to its original. Adding it to the tip section increases stability and energy release through the impact zone, adding explosive power. Essentially, it helps store and release both energy and power into a shot.

Who It’s Best For

Players who like a smooth balanced profile, as well as those who demand versatility and shot-making. The integration of TiNi Wire technology makes it an excellent series that can meet the demands of a wide range of players.

Pricing and Availability

The KURO KAGE™ Black with TiNi Wire will be available through MRC GOLF authorized retailers and dealers nationwide beginning October 15, 2015, with a suggested retail price of \$300.

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

KURO KAGE™ Black TiNi 50 Series (L, A, R, S, X)

KURO KAGE™ Black TiNi 60 Series (R, S, X)

KURO KAGE™ Black TiNi 70 Series (S, X)

KURO KAGE™ Black TiNi 80 Series (X)

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 their 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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