

Press Release

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FOR IMMEDIATE RELEASE

MRC GOLF, INC. Expands KURO KAGE™ Silver with TiNi Wire Offerings

Carlsbad, CA (July 17, 2015) - MRC GOLF, INC. has expanded its KURO KAGE™ Silver line featuring Titanium Nickel (TiNi) wire, by adding additional wood weights and for the first time matching hybrid shafts with the TiNi wire technology. The shaft family -- popular among better amateur golfers and a success on the major global tours with 9 Driver Wins since 2014--- features a stiff tip and mid- section profile, with low-torque.

The newest additions to the Silver TiNi wood series include a 50-gram offering that's available in an X-flex, as well as a 90-gram offering. The new Silver TiNi hybrid series are available in 80, 90 and 100 gram weight offerings.

"The KURO KAGE™ Silver with TiNi is very popular among stronger players, as well as professionals on the many global tours," says Mark Gunther, Vice President of Sales and Marketing for MRC GOLF. "Players were asking us for more options. Like their predecessors, these new additions feature the same technologically advanced Low Resin Content (LRC) Prepreg in the lower third of the shaft, which boosts consistent performance, stability and feel -- and feature ultra-high grade TiNi that adds notable stability and energy release through the impact zone -- for explosive power. Better players are already raving about them."

TiNi Wire

TiNi -- a super-premium, highly elastic wire with a unique ability to stretch and then immediately spring back to its original shape -- is ideal for both wood and hybrid shafts. Adding it to the tip section increases stability and energy release through the impact zone, adding explosive power to the signature, low-spin, penetrating ball flight associated with the KURO KAGE™ Silver profile. Essentially, it helps store and release both energy and power into a shot.

Who It's Best For

Both the new wood and hybrid additions are for players wanting explosive distance that's reliable and repeatable, with a softer butt section that enhances feel as the shaft loads and unloads energy.

Pricing and Availability

The latest additions to the KURO KAGE™ Silver TiNi Series are available through MRC GOLF authorized retailers and dealers nationwide beginning October 15, 2015, with a suggested retail price of \$300 for the wood shafts and \$150 for the hybrid shafts.

The additions are offered in the following weights and flexes:

Wood Shafts

50 (R,S,X)

90 (X)

Hybrid Shafts

80 (R,S,TX)

90 (S,TX)

100 (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 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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