

Press Release

FOR IMMEDIATE RELEASE

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MRC GOLF, INC. Expands TENSEI™ CK Offerings

Carlsbad, CA - (January 25, 2016) - MRC GOLF, INC. has expanded its newest line of premium shafts featuring a Carbon Fiber/Kevlar (CK) weave, by adding a pro-line version to compliment the initial shaft offering. The addition to the TENSEI™ CK Series is in response to the unprecedented amount of attention the brand has received this past season with its debut on the major professional golf tours.

Designed to meet the performance requirements of the most demanding golf professionals, TENSEI™ CK Pro Blue is the newest, enhanced addition to the TENSEI™ CK Blue woods series. TENSEI™ CK Pro Blue is available in 60-gram (R, S, TX), 70-gram (S, TX) and 80-gram (TX) weight (flex) offerings.

TENSEI™ CK Pro Blue expands the TENSEI™ CK Series – which features a multi-material design that incorporates more performance-oriented materials than we’ve ever used in a shaft. It builds off of the same classic, smooth bend profile used in the TENSEI™ CK Blue. TENSEI™ CK Pro Blue incorporates three times the Carbon Fiber/Kevlar (CK) weave in the butt-section – providing enhanced stability and maximum feel. This series also incorporates High Modulus, premium 40 Ton prepreg throughout the shaft. A boron-reinforced tip-section delivers lower torque, and promotes tour-preferred control and stability.

“The Multi-Material design used in the TENSEI™ CK Series represents a significant break-through for us, pushing the limits of material science and performance-based applications,” says Mark Gunther, Vice President of Sales and Marketing for MRC GOLF. “Players of all abilities – from the professional golfer to the aspiring amateur, will be able to see and feel the difference. The addition to the TENSEI™ CK Blue family ensures we can offer the broadest range of options to meet player and performance needs.”

Advanced Multi-Material Design

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

Carbon Fiber/Kevlar (CK)

A Carbon Fiber/Kevlar (CK) woven material; featuring MRC 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.

Who It's Best For

TENSEI™ CK Pro Blue – For players who want the versatility of traditional mid-launch, smooth bend profile that's modernized with today's more advanced materials and resin systems, designed to tour-specifications.

Pricing and Availability

The new TENSEI™ CK Series Pro Blue wood profile will be available through MRC GOLF authorized retailers and dealers nationwide, and has a suggested retail price of \$400 USD.

TENSEI™ CK Pro Blue will be offered in the following weights and flexes:

TENSEI™ CK Pro Blue 60 (R, S, TX)

TENSEI™ CK Pro Blue 70 (S, TX)

TENSEI™ CK Pro Blue 80 (TX)

About Mitsubishi Rayon / Graphite Shafts

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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