

Press Release

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FOR IMMEDIATE RELEASE

MRC GOLF, INC. Expands TENSEI™ CK Pro Offerings

Carlsbad, CA - (September 28, 2016) - MRC GOLF, INC. has expanded the TENSEI™ Pro line of premium shafts featuring a Carbon Fiber/Kevlar™ (CK) weave and a reinforced Boron tip-section, to include TENSEI™ CK Pro White. The addition of the TENSEI™ CK White Series is in response to the success the brand has seen this past season with its debut on the major professional golf tours and the demand for a lower launching, stiffer tip option to complement the current smooth, mid-launching TENSEI™ CK Blue Series.

The TENSEI™ CK Pro White profile, designed to meet the performance requirements of the most demanding golfers in the world, is the latest addition to the TENSEI™ CK woods series. TENSEI™ CK Pro White is available in 60-gram (R, S, TX), 70-gram (S, TX) and 80-gram (TX) weight (flex) offerings.

TENSEI™ CK Pro White features a multi-material design that incorporates more performance-oriented materials than we've ever used in a shaft. It builds off of the tip stiff bend profiles used in the Diamana™ W-Series and KURO KAGE™ XT Series. This series also incorporates High Modulus, premium 40 Ton prepreg throughout the shaft and a boron-reinforced tip-section to deliver tour-preferred control and stability well suited for players with high-ball speeds.

“The development and launch of the TENSEI™ series of shafts has been an exciting journey for us,” says Mark Gunther, Vice President of Sales and Marketing for MRC GOLF. “In 2014 we looked to improve upon several of MRC’s most proven profiles by experimenting with a wide range of new and innovative materials.” “Since its debut, TENSEI™ has become one of our strongest performing shaft brands on all of the major tours around the world. The results speak for themselves,” says Gunther.

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/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.

[DuPont™ Kevlar® is a trademark or registered trademark of E. I. du Pont de Nemours & Company](#)

Boron Fiber

Boron fiber is equivalent in stiffness to high-modulus carbon fiber with superior compression strength. As a result, Boron fiber is often utilized for structural reinforcement, most notably in military applications.

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 prepreps 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

For players who place a premium on stability and control, in a lower launching, tip-stiff profile that is modernized with today's most advanced materials and resin systems, designed to tour-specifications.

Pricing and Availability

The TENSEI™ CK Series Pro White 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 White will be offered in the following weights and flexes:

TENSEI™ CK Pro White 60 (R, S, TX)

TENSEI™ CK Pro White 70 (S, TX)

TENSEI™ CK Pro White 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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