

# Press Release

 **MITSUBISHI RAYON / GRAPHITE SHAFTS**  
5441 Avenida Encinas, Suite B  
Carlsbad, CA 92008  
Phone: 760.929.0001  
Fax: 760.929.1283  
mrc-golf.com

FOR IMMEDIATE RELEASE

## **MRC GOLF, INC. Debuts New Website ([www.MRC-GOLF.com](http://www.MRC-GOLF.com))**

Carlsbad, CA (September 1, 2015) -- MRC GOLF invites visitors to explore their new website and new URL -- [www.MRC-GOLF.com](http://www.MRC-GOLF.com). The new website has been re-designed and developed on a new Content Management System (CMS) platform which delivers consumers and partners an enhanced experience when looking for product specifications and technical information related to the Mitsubishi Rayon Graphite Shafts products.

In an effort to create a richer and more interactive user experience, the website utilizes the latest technology, and is designed to be more compatible with today's web browsers and mobile devices. The new website also no longer requires Adobe® Flash® Player.

"We wanted to enhance our user's experience by delivering richer content that was easier to navigate and share with others," says Mark Gunther, Vice President, Sales and Marketing for MRC GOLF. "It is the main communication platform we will use to support our ongoing marketing efforts."

The website features new functionality, such as offering consumers access to more detailed product and technical information, videos, and seamless social media integration that enables content to be shared and posted between user communities.

### **New Features**

- Enhanced Product View Feature
- Dynamic Social Media Integration
- Updated Dealer Locator with Maps Function
- Responsive Design for Mobile Devices
- Downloadable & Printable Product Specification Sheets
- Enhanced Video Content

### **About Motionstrand Company**

Motion Strand is a San Diego, CA based design agency that delivers a single source solution for strategy, design concept, and full production. Their ability to formulate innovative brand strategies, create progressive design concepts, and follow through with full deployment has assisted our clients in reaching growth objectives and building brand presence.

Established in 2000, Motion Strand creates comprehensive web design and business development solutions for small & mid-sized local businesses. Through the management and production team's combined passion for design, development and branding, Motion Strand has grown into an International interactive design and production agency.

### **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:**

Mark Gunther

MRC GOLF, INC.

Phone: 760.929.0001

Email: [mark.gunther@mrc-golf.com](mailto:mark.gunther@mrc-golf.com)