

PRESS RELEASE

MCA GOLF

A Group Company of
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FOR IMMEDIATE RELEASE

Mitsubishi Chemical/Graphite Shafts Expands the TENSEI™ CK Series with TENSEI™ CK White

Carlsbad, CA (April 25, 2017) – Building on the overwhelming success of the TENSEI™ CK Series, MCA GOLF, INC. prepares to introduce the newest addition to the series – TENSEI™ CK White.

TENSEI™ CK White builds off of MCA GOLF's classic, tip-stiff, low-launching bend profile preferred by stronger players. It features the same multi-material design, as its predecessor – TENSEI™ CK Blue. A Carbon Fiber/DuPont® Kevlar™ (CK) Weave reinforces the butt-section of the shaft, delivering greater control and stability.

“The add of TENSEI™ CK White was developed in response to the unprecedented success of TENSEI™ CK Series,” says Mark Gunther, Vice President of Sales and Marketing at MCA GOLF. “We wanted to create a complimentary offerings to TENSEI™ CK Blue and offers an additional high-performance option for the aspiring golfer.”

TENSEI™ CK White features the following MCA GOLF technologies:

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/DuPont® Kevlar® (CK)

A Carbon Fiber/Kevlar® (CK) woven material; featuring Mitsubishi Chemical 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 White builds off of MCA GOLF's classic, tip-stiff, low launching and mid-to-low-spinning profile. TENSEI™ CK White is ideal for player's looking for enhanced control and stability, without compromising feel.

PRICING AND AVAILABILITY

TENSEI™ CK White will be available through select MCA GOLF authorized retailers and dealers nationwide, and has a suggested retail price of \$250 USD.

TENSEI™ CK White 60 (R, S, X)

TENSEI™ CK White 70 (R, S, X)

ABOUT US

MCA GOLF, INC. is a wholly owned subsidiary of Mitsubishi Chemical Holdings Corporation, dedicated to designing and developing high performance composite golf shafts for discerning golfers everywhere. MCA GOLF leverages its own resources and raw materials through vertical integration, which gives it a competitive advantage. Over the years, it has been a leading supplier of premium composite golf shafts worldwide. With many of the world's best players using its golf shafts, MCA GOLF has established itself as a dominant force in the golf industry.

For additional information, please contact:

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