

Press Release

FOR IMMEDIATE RELEASE

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MRC GOLF, INC. Introduces Limited Edition KURO KAGE™ Woods and Irons

Carlsbad, CA - (January 25, 2016) - MRC GOLF, INC. introduces KURO KAGE™ Limited Edition Woods and Limited Edition Ascending Mass Concept (A.M.C.) Irons. The shaft brand continues to build on an unprecedented amount of success on the major global tours with 12 Driver Shaft wins this past season.

The new KURO KAGE™ Limited Edition Wood features an experimental, full-length application of our premium Titanium Nickel (TiNi) Wire technology in an easy-to-hit, mid to mid/high launching-mid spin profile that based off of the recently released KURO KAGE™ XM.

The new KURO KAGE™ Limited Edition Iron is a first of its kind by MRC GOLF. It incorporates an Ascending Mass Concept (A.M.C.) with our proven Titanium Nickel (TiNi) Wire technology to deliver one of our most premium, performance-oriented iron shafts to date.

“We have taken our time tested, tour-proven technologies and continued to push the limits of performance,” says Mark Gunther, Vice President of Sales and Marketing for MRC GOLF. “The full-length application of Titanium Nickel (TiNi) Wire provides an unprecedented amount of stability, control and feel that works extremely well in both woods and irons.”

Both KURO KAGE™ Limited Edition profiles are made exclusively at our facilities in Toyohashi, Japan and features two key technologies: Low Resin Content (L.R.C.) Prepreg and Titanium Nickel (TiNi) Wire, and comes in a stunning, tone over ION plated finish.

The 46-inch long, full-length application of TiNi Wire in the KURO KAGE™ Limited Edition wood is fortified with 40 Ton high-modulus Mitsubishi Rayon carbon fiber in the tip-section to reduce torque. The softer mid-section promotes higher launch, while the addition of the full-length TiNi Wire provides enhanced stability and control throughout the entire shaft – critically important during shaft loading and unloading.

The next generation KURO KAGE™ Limited Edition Irons offer lighter weighted shafts for the long irons – to help promote ease of launch and increased distance, and progress in 3-gram per club increments towards heavier weighted shafts for the shorter “scoring” irons – which place a premium on control and accuracy. KURO KAGE™ Limited Edition Irons has a taper tip design and features an ultra-long application of our premium Low Resin Content (L.R.C.) prepreg combined with our TiNi Wire – more than double the material normally used in any irons series developed by MRC GOLF to date. The combination provides superior stability through impact without compromising feel.

Titanium Nickel (TiNi) Wire

TiNi Wire in the KURO KAGE™ Limited Edition Series is an elastic yet extremely strong wire, with the unique ability to stretch and then immediately regain its original shape. This stretching action allows the shaft to efficiently transfer and unload energy. It also creates extra strength and stability, to reduce shaft deformation at impact. The result is distance with control.

Low Resin Content Prepreg (L.R.C.)

Using less resin than in traditional prepreg allows us to create a higher density of carbon fiber, without adding weight. The result is added strength with enhanced feel.

40 Ton Carbon Fiber

Utilizing prepreg with higher modulus fibers in the tip section further enhances these profiles, by adding stability and strength to the shaft without adding weight.

Who It's Best For

KURO KAGE™ Limited Edition Woods with Full-Length TiNi Wire – A softer mid-section, plus lower torque accommodates the discerning player seeking a higher launching-moderate spinning profile, in a high-performance design that delivers superior stability and control, with exceptional feel.

KURO KAGE™ Limited Edition A.M.C. Irons with TiNi Wire – Lighter long irons progress in 3-gram per club increments toward slightly heavier short irons. Designed from the discerning player who desire lightweight irons shafts that can deliver increased launch and maximum distance in their long irons, while maintaining control and accuracy with superior feel in their short irons.

Pricing and Availability

The KURO KAGE™ Limited Edition Wood and Iron shafts will be made available in limited quantities through MRC GOLF authorized retailers and dealers nationwide beginning mid-February for woods and mid-March for irons, and has a suggested retail price of \$500 USD for woods and \$150 USD/each for irons.

KURO KAGE™ Limited Edition woods and Limited Edition A.M.C. iron shafts are offered in the following weights and flexes:

KURO KAGE™ Limited Edition 50 (R, S)

KURO KAGE™ Limited Edition 60 (R, S, X)

KURO KAGE™ Limited Edition A.M.C. Irons (R, S)

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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