

PRESS RELEASE

MCA GOLF

A Group Company of

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FOR IMMEDIATE RELEASE

Mitsubishi Debuts TENSEI™ CK Red

Carlsbad, CA (January 23, 2018) -- MCA GOLF, INC. introduces the TENSEI™ CK Red Wood Series - which completes the TENSEI™ CK Family.

The TENSEI™ CK Red wood shaft features the same multi-material design approach used to create the TENSEI™ CK Blue and White profiles, enhancing a tour-proven design by adding new and exotic fibers and materials. It's a refinement of one of our most proven high-launch, mid-spin profiles. By incorporating Carbon Fiber/DuPont™ Kevlar® into the butt-section to complement a more active tip-section, we created perhaps our best high-launch profile to date -- a versatile design with smooth loading and unloading, and unsurpassed feel.

The new TENSEI™ CK Red Wood Series is also the first in the family to launch with a revised cosmetic, featuring a chrome-like spray on the lower half of the shaft, to enhance the visual appeal of the Series. The original TENSEI™ CK Blue and White shafts in the Series will transition to this new cosmetic later this year.

WHO IT'S BEST FOR

TENSEI™ CK Red is for the stronger player looking to maximize distance through a higher launching profile that delivers increased ball speed.

PRICING AND AVAILABILITY

The new TENSEI™ CK Red will be available through MCA GOLF, INC. Authorized Retailers and Dealers nationwide, and has a manufacturer's suggested retail price of \$250 USD.

TENSEI™ CK Red 50 (R, S)

TENSEI™ CK Red 60 (R, S)

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, INC. 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, INC. has established itself as a dominant force in the golf industry.

For additional information, please contact:

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