



TOUR EDGE EARNS 6 2024 GOLF DIGEST HOT LIST AWARDS

EXOTICS 723, HOT LAUNCH 524 AND WINGMAN WEDGE RECOGNIZED BY THE ANNUAL BEST OF THE BEST LIST

Tour Edge, the pound-for-pound industry leader in performance and innovation, today announced that eight of their new products were honored with a 2024 Golf Digest Hot List award.

The Hot List, the annual golf equipment awards going on 20 years, was revealed in the February issue of Golf Digest currently on newsstands.

The big winner for Tour Edge in 2024 was the Exotics 723 Series with four Hot List awards, representing every category in the series. The life cycle for the Exotics 723 Series was extended this year as Tour Edge switched the launch timing of their Exotics and Hot Launch lines, meaning 723 will be in-line for the rest of the season.

"To see Exotics 723 perform so well in Hot List testing for the second year in a row shows exactly why we wanted to give more life to this popular tour-winning series," said David Glod, founder and President of Tour Edge. "This switch in launch timing gives our R&D more time to innovate for the next Exotics series and leaves us with the best ultra-premium innovation in the marketplace for the dollar in all of golf. It's a win-win for the end consumer."

The still-to-be-announced Hot Launch 524 Series was also recognized with a Hot List designation, as was the Exotics Wingman wedge.

This is the first Hot List win for a Tour Edge wedge.

Tour Edge has now earned 42 Golf Digest Hot List awards over the past seven seasons.

The 2024 Hot List is the result of testing and evaluations by players of all abilities. The Golf Digest judges gather insight from three independent panels to advise on every factor that comes up over a three-week research and testing period. Of the over 500 models tested, there were 144 winners chosen with a Hot List designation.

#1 2024 Hot List Winner – Exotics 723 Drivers

Exotics C723 Driver

Winning a coveted spot on the 2024 Driver Hot List were the two Exotics 723 Drivers that feature Tour Edge's new Flight Tuning System and Ridgeback and Diamond Face VFT technologies.

Golf Digest Exotics C723 Drivers Review Excerpt: WHY WE LIKE IT: The more compact of the two options (445 cubic centimeters), the C723 incorporates four carbon-composite sections on the crown and sole. The weight saved adds stability and creates discretionary mass for movable weights (15 and five grams) in not only the rear of the sole but the front as well. Either weight can fit in a back channel that slides to draw, fade or neutral positions, and placing the heavier weight up front further helps to lower spin. Its taller face is fueled by the largest collection of diamond-shaped indentations on the back for better ball speed.

The player comments from the Hot List test on the Exotics 723 Drivers were as follows:

LOW-HANDICAPPER

Powerful sound-feel combination. Almost feels like a nice pop when you make solid contact with no lingering vibration. If you miss the sweet spot with this driver, you'll still find yourself in play.

Ricky, 45, Handicap: +2

MEDIUM-HANDICAPPER

A deeper note at impact—thump instead of a crack. Shots are consistently straight or slightly drawing. A wipey miss is in the right edge of the fairway instead of the trees. Consistency is noteworthy.

Matt, 51, Handicap: 11

Exotics E723 Driver

Golf Digest Exotics E723 Drivers Review Excerpt: WHY WE LIKE IT: The larger footprint of the two models exudes off-center-hit forgiveness, which is enhanced by a 20-gram sliding weight in the rear perimeter. That positioning pushes the center of gravity deeper for off-center-hit stability, the highest in company history. Still, letting that rear weight slide to draw or fade positions can soften those kinds of mis-hits by as much as 10 yards, per the company. The face-thickness pattern, which features rows of interwoven diamond shapes, gets thinner on the E723 for extra forgiveness where the target player often makes contact.

The player comments from the Hot List test on the Exotics E723 Driver were as follows:

MEDIUM-HANDICAPPER

Has an incredibly large sweet spot. No matter where I make contact on the face, I get a consistent medium-flighted draw. Supreme reliability.

Thomas, 59, Handicap: 7

MEDIUM-HANDICAPPER

A pretty club with a subtle two-tone head and a nice alignment aid. Easy to hit a high cut that doesn't slide too much with minimal spin. Jumps off the face and gets good distance.

Peter, 56, Handicap: 7

LOW-HANDICAPPER

I get a higher-than-normal ball flight and more carry. The T-square crown design helps me square the face at address.

Erika, 43, Handicap: 0

#2 2024 Hot List Winner – Exotics C723 Fairway Metal

The Exotics 723 Fairways that also features the new Flight Tuning System, as well as Ridgeback and RyzerSole technologies, joined the Exotics 723 Drivers as Hot List winners in this year's test.

Golf Digest Exotics C723 Fairway Wood Review Excerpt: WHY WE LIKE IT: Built for speed and low spin (and the elite players who benefit most from those characteristics), this head uses a lightweight titanium face and body and a lighter carbon-composite crown to set up the structure for a lower center of gravity. Completing that mission is a central, keel-shaped ridge on the sole that has a 75-gram steel plate and a 15-gram adjustable weight. Combined, these features push the CG low and forward for optimal launch and maximum distance. The angled shape of the sole ridge also improves turf interaction.

The player comment on the Exotics C723 Fairway Metals were as follows:

LOW-HANDICAPPER

Compact head. Sits square at address with minimal movement. It has a nice pop to it when I really connect. Produces a mid-ball flight that is pleasing to the eye. A very workable club that better players will be able to attack for maximum performance, yet still forgiving enough that mis-hits are playable.

Ricky, 45, Handicap: +2

MEDIUM-HANDICAPPER

Great sound with good feel. It's pleasing to the eyes, ears and hands. A repeatable medium to high flight. Very forgiving. It covers up my mistakes and has excellent turf interaction.

Thomas, 59, Handicap: 7

HIGH-HANDICAPPER

Whippy, snappy contact—kind of a rebound effect. A good center strike results in a steady rising, linear trajectory.

Shane, 35, Handicap: 15

#3 2024 Hot List Winner – Exotics 723 Hybrids

Exotics C723 Hybrid

Winning a coveted spot on the 2024 Driver Hot List were the Exotics C723 Hybrid that features Tour Edge's RyzerSole and Diamond Face VFT technologies.

Golf Digest Exotics C723 Hybrid Review Excerpt: WHY WE LIKE IT: When designing a hybrid for better players, the challenge is to provide just the right amount of game-enhancement. If a hybrid exists on a spectrum between a fairway wood and a long iron, this entry is closer to the iron side. The C723 is designed with a more forward center of gravity for players who hit down on the ball like they do with an iron. A 10-gram weight in the front part of the sole keeps shots from launching with too much spin. Its flatter lie angles help to produce a less draw-biased, neutral iron-like flight, too.

The player comments from the Hot List test on the Hot Launch C723 Hybrids were as follows:

LOW-HANDICAPPER

There's a lot of offset, but it still looks compact and more like an iron. The central weight in the bottom makes center-face contact feel hotter.

Wesley, 29, Handicap: +1

LOW-HANDICAPPER

Slim and sleek, it looks like it knows how to send a ball down a fairway. Penetrating ball flight makes this something to play in the wind.

Jack, 34, Handicap: 1

MEDIUM-HANDICAPPER

The smaller profile gives me the comfort of an iron—more ball to focus on. Instant energy at impact. Doors off the aircraft carrier and it was gone.

Shane, 35, Handicap: 15

Exotics E723 Hybrid

Winning a coveted spot on the 2024 Driver Hot List were the Exotics E723 Hybrid that features Tour Edge's RyzerSole and Diamond Face VFT technologies.

Golf Digest Exotics E723 Hybrid Review Excerpt: WHY WE LIKE IT: Think of a hybrid as a "fixer" or "crisis manager." The E723 is for average golfers who get into above-average trouble. That's why the E723 is oversized for extra forgiveness. The wide, angled and versatile sole with heel, toe and rear relief can navigate the nastiest lies. The carbon-composite crown takes weight off the top to place it low and deep, including a 10-gram weight at the trailing edge for higher dynamic loft and more off-center-hit stability.

The player comments from the Hot List test on the Hot Launch E723 Hybrid were as follows:

MEDIUM-HANDICAPPER

A quick crisp sound at impact. Able to keep it under the wind if I want. Never have to fight with it to get the ball to do what I want.

Ryan, 48, Handicap: 10

HIGH-HANDICAPPER

A consistent, go-to club. Well-balanced like a smooth cabernet. Quiet at impact, yet sturdy through the ground. No digging.

David, 55, Handicap: 13

HIGH-HANDICAPPER

If I overcook it in either direction, it generally still does what I want it to do. It is incredibly forgiving—long, straight and high.

Wei, 53, Handicap: 13

#4 2024 Hot List Winner – Exotics E723 Iron

Golf Digest Hot Launch E723 Iron Review Excerpt: WHY WE LIKE IT: This is a lot of club for the money. At a time when many irons are going for \$200 a stick, these are half that. Thermoplastic urethane is inserted behind the lower portion of the face. That saves weight that is used for a toe-weight pocket to assist shots hit out in that area—a place many middle-handicappers routinely find. The variable-thickness face is complex, with more than 100 diamond shapes in three thicknesses. Why the different shapes and thicknesses? Because shots hit on the heel and toe behave differently than center strikes, but you want the result to be as consistent as possible across the entire face.

The player comments from the Hot List test on the Hot Launch E723 Iron were as follows:

MEDIUM-HANDICAPPER

A quick crisp sound at impact. Able to keep it under the wind if I want. Never have to fight with it to get the ball to do what I want.

Ryan, 48, Handicap: 10

HIGH-HANDICAPPER

A consistent, go-to club. Well-balanced like a smooth cabernet. Quiet at impact, yet sturdy through the ground. No digging.

David, 55, Handicap: 13

HIGH-HANDICAPPER

If I overcook it in either direction, it generally still does what I want it to do. It is incredibly forgiving—long, straight and high.

Wei, 53, Handicap: 13

#5 2024 Hot List Winner – Hot Launch E524 Iron

The Hot Launch E723 Iron won a Silver Medal in the Game-Improvement iron category.

Golf Digest Hot Launch E524 Iron Review Excerpt: WHY WE LIKE IT: The idea of super-game-improvement-irons started with helping average golfers, but some clubs in this category fail to commit to that goal. Rather than skimping on the help, this iron embraces the concept fully. A revised design led to a wider front-to-back length, a thinner topline and more weight lower inside the hollow clubhead. The offset is aggressive but serves the purpose of scaling back those wicked slices higher-handicappers often battle. The lofts are a little weaker than other Tour Edge irons because this player needs more help getting the ball in the air compared to the extra yards that might come from stronger lofts.

The player comments on the Hot Launch E524 Iron were as follows:

MEDIUM-HANDICAPPER

Every shot feels great. This club has a slightly heavier weighting, but it didn't take long to get adjusted to it. Center strikes feel smooth and fly high.

Sándor J., 35, Handicap: 9

HIGH-HANDICAPPER

The black and blue frames the ball nicely, and the ball gets up quickly with a higher trajectory that doesn't sacrifice distance. The face is receptive, like it catches the ball. Hard to miss with these.

Daniel, 32, Handicap: 12

HIGH-HANDICAPPER

The sole of this club glides beautifully through the turf. The ball goes high and straight. Strikes feel lively and have a more hollow sound to them through impact.

Wei, 53, Handicap: 13

#6 2024 Hot List Winner – Exotics Wingman Wedge

Tour Edge's first ever wedge to win a Hot List award went to the loaded-with-tech Exotics Wingman Wedge.

Hall of Famer Bernhard Langer was instrumental in the design of the Wingman Wedge. A strong proponent of the benefits of offset technology in wedges, Langer is adamant about the performance benefits it offers both professionals and amateurs alike.

Golf Digest Exotics Wingman Wedge Review Excerpt:

WHY WE LIKE IT: A good amount of offset in irons is viewed as helpful but is often eschewed in wedges. That's curious because the same theory should hold—that offset makes it easier to square the face. PGA Tour Champions legend Bernhard Langer worked with Tour Edge to develop this wedge with a noticeable three millimeters of offset. Extra weight high in a wing toward the toe section raises the center of gravity. The higher CG helps flatten trajectory and control spin. Thermoplastic polyurethane inserts low in the back body save mass and help to create a softer feel by absorbing unwanted vibration.

The player comments from the Hot List test on the Exotics Wingman Wedge were as follows:

LOW-HANDICAPPER

So easy to hit from every situation. I don't normally love this much offset, but I quickly adjusted to it. On full shots, every single divot is shallow and perfect.

Jason, 47, Handicap: 0

MEDIUM-HANDICAPPER

Appealing design with a splash of color that spices up the look. Consistent distance. Predictable performance. Shots land softly. Prone to rollout on greenside chips. High-launching from the sand.

Ryan, 48, Handicap: 10

HIGH-HANDICAPPER

Feels soft and controllable around the greens. Ball pops off the face and gets up quick. Shots have a high trajectory and land softly.

Daniel, 32, Handicap: 12