

For Immediate Release

## Exotics EX10 Beta Fairway Wood; a MATERIAL ADVANTAGE

*Raising the level of performance!*

Batavia, IL (January 23, 2017) – Tour Edge, *Golf's Most Solid Investment*, again cements its **MATERIAL ADVANTAGE** with the release of the new Exotics EX10 Beta fairway wood. The EX10 Beta fairway wood raises the level of performance once again with a traditional pear shaped head reengineered with improved center of gravity technology for an ideal launch angel and reduced spin.



The EX10 Beta fairway wood spotlights an impressively thin TSP 910 Beta titanium cup face. Tour Edge's **MATERIAL ADVANTAGE** remains at the forefront of the marketplace as the only major United States OEM to make a titanium cup face fairway wood. This advanced material allows engineers to make the face thinner and stronger to create the legendary feel and power Exotics fairway woods are known for. Engineered with a new inner-cup face slot to add amazing flexibility and combined to the Beta's 450 SS hyper-steel body, the new face delivers enhanced distance, feel and control.

Engineers also made substantial changes to the 2017 SlipStream™ sole in the Beta fairway wood. Research showed that by lengthening the rails and making the channels between the rails shallower, more compact minimal turf interaction was achieved. The result is maximum club speed through impact even in heavier lies.

Increasing the heel weight improves MOI, produces less spin and gives golfers more distance. The EX10 Beta fairway wood has lower and deeper CG than previous models accomplished with a heavier 9-gram changeable sole weight housed in a 9-gram weight pad for 18-grams of deep sole weighting. The sole weight is specifically located for a higher MOI and helps players optimize the club's performance. The sole weight screw is also adjustable and additional weights can be purchased as a kit or individually. The kit includes 6-gram, 11-gram and 14-gram weights to increase or decrease the swing weight.

Premium high-performance stock shafts options: Aldila Rogue Max Series, Graphite Design Tour AD50, and Mitsubishi Bassara E-Series. NEW- there is no-charge for custom premium shaft options, including: Project X Hzdus series, Mitsubishi Rayon Tensei CK Blue series, Mitsubishi Rayon Diamana series, Exotics Fujikura Pro series, Exotics Matrix Tie series, and Aldila Rogue Silver & Black series.

The new Aldila Rogue M-AX (Multi-Axial) employs a new and unique woven graphite material to the outer layer of the shaft. This novel use of full length 90 degree fibers provides significantly improved lateral (cross-sectional) stability to the shaft during shaft loading and release to provide increased energy to the golf ball at impact, and to allow for a more consistent release path swing after swing.

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The Tour AD50 utilizes premium, aerospace quality 50t carbon-fiber materials to provide the best performing shaft available. The softer mid-section bend profile of the Tour AD allows the player to load the shaft properly, yet it maintains a firm enough tip section through impact promoting a high launch and low spin ball flight condition.

Mitsubishi Bassara E-Series: E-Series Utilizes the latest premium lightweight materials and is especially designed to perform well with today's larger and lower spinning head designs.

Projected ship date is February 1, 2017. The EX10 Beta fairway wood is available in 13, 15, and 16.5, 18, and 21 degree heads. Additional weight screws can be purchased as a kit or individually. The kit includes 6-gram, 11-gram and 14-gram weights to increase or decrease the swing weight. Suggested retail price: \$299.99.

***Every Tour Edge club comes with a lifetime warranty and a 30-day play guarantee.***

***For more information, call (800) 515-3343 or visit [touredge.com](http://touredge.com).***



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**About Tour Edge Golf**

Located in Batavia, IL, and celebrating 30 years, Tour Edge is Golf's Most Solid Investment. Tour Edge manufactures and sells golf clubs under the Exotics, Hot Launch, and Bazooka brand names. Exotics products bring futuristic technologies to the marketplace with experienced designers and smaller production runs. Hot Launch has forged a name for itself as a producer of high-quality golf clubs that are sold at unbeatable prices. Custom clubs are hand assembled in the United States and distributed throughout the world. High resolution images are available at [www.touredge.com](http://www.touredge.com) (select media center).

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