

For Immediate Release

Distance Domination Exotics **E8** Fairway Woods

'Exotics engineer the best fairway woods on the market' sentiment persists with E8.

Batavia, IL – Exotics notorious reputation for engineering 'the best' fairway woods continues with the release of the E8 collection. Exotics technology and weight adjustability produces unprecedented distance, ball speed, and performance from the E8 fairway woods.



The E8 fairway woods are available in the E8 and E8 Beta models. The E8 fairway wood delivers an easy-launching, high trajectory accompanied by Exotics legendary distance. This is accomplished with the upgraded 475 carpenter steel cup face combo-brazed to the hyper-steel body. The shallow face design also delivers a high launch with less spin increasing distance and ease of use off the deck.

Based on Tour player feedback, the Beta features an improved, slightly smaller head shape than previous models. The advanced Beta Titanium cup face has been combo-brazed to the heavier hyper-steel body removing all excess weight around the face executing Exotics infamous distance and control. The head also includes a slightly deeper face to produce a slightly lower, more penetrating trajectory and improved performance from the tee box. The smaller clubhead shape allows the center of gravity to move closer to the face for exceptional trajectory control and low spin ideal for players with higher swing speeds.

An important distinction of the E8 models involves the center of gravity (CG) location. Focusing on a faster ball speed and less spin engineers positioned E8's CG slightly lower closer to the face. The Beta utilizes a higher, more forward CG position to produce a more penetrating launch and less spin.

The E8 models Power Grid has been re-engineered for a longer reach of the heel and toe, increasing spring effect from even more surface area on the face. Subsequently, the Beta Power Grid cells are thinner allowing engineers to move the center of gravity closer to the face. This upgraded design gives players a more powerful launch off the face with less spin, while providing the desired penetrating ball flight.

Cut-away steps positioned back in the heel and toe help increase MOI to maximize stability on off-center contact. The heel and toe sole relief also reduces turf drag, allowing for a maximum club head speed at impact.

The E8 series incorporates personalized feel courtesy of an adjustable sole weight. The club comes standard with a 9-gram sole weight, but can be changed with the purchase of an optional weight kit. The three-piece weight kit includes a 6-gram, 11-gram, and 14-gram weight, kit-\$49.99. Individual weights are available for \$19.99. A Tour-inspired matte black finish reduces glare at address and completes the E8 ensemble.

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The E8 fairway woods features Tour Edge's lifetime warranty, 30-day play guarantee, and are projected to be in stores the beginning of October. Exotics fairways woods are available in the most popular shafts on the market; E8 model - Fujikura PRO/PRO TOUR and Mitsubishi Bassara E Series shafts, Beta model - Aldila Rogue Silver and Black shafts. E8 model: 3 (13 degree), 3 (15 degree), 4 (16.5 degree), 5 (18 degree), 7 (21 degree). E8 Beta model: 3 (12 degree), 3 (13 degree), 3 (15 degree), 4 (16.5 degree), 5 (18 degree). Suggested retail E8: \$249.99, E8 Beta \$299.99. For more information, call (800) 515-3343 or visit www.touredge.com.

Located in Batavia, IL, Tour Edge manufactures and sells golf clubs under both the Exotics and Tour Edge brands. Exotics golf clubs are for those who demand the finest performing golf clubs in the world. With experienced designers and smaller production runs, Exotics by Tour Edge can bring futuristic technologies to the marketplace months, even years, ahead of its time. Exotics' manufactures the finest quality, high-technology golf clubs and hand-assembles them one club at a time. The company's clubs are distributed throughout the United States and the world. High resolution images are available at www.touredge.com (select media site).

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