

For Immediate Release

## Experience Exotics **E8** Hybrid

*New hybrids replicate fairway wood technology for supreme success.*

Batavia, IL –The Exotics E8 series has produced the most technologically advanced hybrid that mirrors the design of our legendary fairway woods. The E8 hybrid is stunningly powerful. Available in one clubhead, the E8 is the first adjustable hybrid by Exotics.



The E8 hybrid features a 450 stainless hyper steel body plasma welded to a premium maraging steel forged cup face to establish even faster ball speeds off the face. The face technology also includes variable face thickness to increase the spring-like effect across more areas of the face, producing Exotics legendary power.

Focusing on a faster ball speed and less spin engineers positioned E8's center of gravity slightly lower closer to the face. Engineers revised the Power Grid design making it smaller to obtain maximum flexing at impact, increased spring-effect, and more distance.

Deep cut away steps positioned back in the heel and toe of the sole make shaping shots off the tee and the turf easier than ever for players of all abilities. The steps increase MOI and maximize stability on off-center contact while minimizing turf drag. The result is more control and power

at impact.

The E8 incorporates trajectory control courtesy of an adjustable sole weight. The club comes standard at 9 grams, 3 grams heavier than the driver dramatically changing the trajectory control. The E8 hybrid utilizes the same weight kit as fairway wood and includes 6-gram, 11-gram, and 14-gram weights, kit-\$49.99. Individual weights are available for \$19.99.

The E8 hybrid look is complete with a Tour-inspired matte black finish and reduces glare at address and carries Tour Edge's lifetime warranty, 30-day play guarantee, and are projected to be in stores the beginning of October. The E8 hybrid comes standard with the popular UST Mamiya Recoil shaft and is available in a 2 hybrid (17 degree), 3 hybrid (19 degree), 4 hybrid (22 degree), 5 hybrid (25 degree), 6 hybrid (28 degree). (3 and 4 hybrids are available in left hand.) Suggested retail: \$199.99. For more information, call (800) 515-3343 or visit [www.touredge.com](http://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](http://www.touredge.com) (select media site).

##End##

Contact: Joanne Miller, (630) 584-4777 x110, [jmiller@touredge.com](mailto:jmiller@touredge.com)