

For Immediate Release



## Exotics NEW E8 Tour Fairway Woods

*Tour inspired versatility and zero tolerances.*

Batavia, IL (January 19, 2015) – There is no margin for error when it comes to Tour-caliber performance. The all-new Tour Edge Exotics E8 Tour adjustable fairway wood delivers an unsurpassed level of excellence. The E8 Tour combines a tour-inspired design, a state-of-the-art manufacturing process, upgraded materials – and all with more loft adjustability options than the competition.

The concept behind the new E8 Tour stemmed from the need of an adjustable fairway wood on Tour. The Exotics Tour presence has continued to grow over the years, and with the addition of the E8 Tour level of adjustability

Exotics is positioned to garnish even more attention on Tour in 2015. Featuring loft options from 12 to 15.5 degrees along with 13, 14 and 15-degree options with a more upright lie angle, this level of versatility allows Tour players to dial in the ideal ball flight with the E8 Tour. Add Exotics legendary power and distance, and the E8 Tour fairway wood becomes the ultimate players' weapon.

The compact and powerful 150cc club head appeals to players' sensibilities, and in true Exotics fashion encompasses brand new technology. The E8 Tour features a 450 stainless hyper-steel cast head, and a 475 Carpenter U.S. steel cup face that is micro-bonded to the body via a 360-degree robotic laser beam bonding process. This new process utilizing a robotic laser beam ensures the most accurate and miniscule bonding points. Procured under lower temperatures, the edges are more round and the extreme perfection of the laser beam provides zero tolerance. The E8 Tour is the first club marketed in the United States to utilize this bonding process, continuing the Exotics reputation for being at the forefront of club technology.

The smaller clubhead shape also allows the center of gravity to move higher and closer to the face for exceptional trajectory control and low spin ideal for players with higher swing speeds. The Power Grid cell design is similar to the E8 Beta fairway woods, reaching higher into the toe and 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.

Exotics fairways woods are available in the most popular shafts on the market, and that trend continues with the E8 Tour. The next-generation Diamana™ +Plus Series shafts come standard in the new E8 Tour fairway woods. The Diamana +Plus Series build on the success of its 2011 predecessor. This is one of the latest products in the long-standing Diamana™ brand that's captured more than 100 professional wins globally since the company established its U.S. office in 2004. The new series has multiple bend profiles, features an adaptive balance point system, M.D.I. Technology and the ToughQure™ resin system. The E8 Tour fairway wood comes standard in the M+ or S+ series, D+ series is available as a custom option.

The E8 Tour features an adjustable sole weight to customize each individual's swing weight preference. The club comes standard with a 9-gram sole weight, but can be changed with the purchase of an optional weight

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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.

*Comparative club head sizing:*

*E8 fairway wood, 185cc*

*E8 Beta fairway wood, 175cc*

*E8 Tour fairway wood, 150cc*

The E8 Tour fairway wood features Tour Edge's lifetime warranty, 30-day play guarantee, and is projected to be in stores this spring. Suggested retail E8 Tour M+/S+ shafts: \$349.99, E8 Tour D+ shaft: \$399.99. 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).

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