

For Immediate Release

Tour Edge Introduces Hot Launch Product Line

Hot Launch's pricing blasts the competition, adjustable driver \$199.99.

Batavia, IL – Tour Edge engineers have worked tirelessly to bring a technological advanced driver to market that is also competitively priced. The new Hot Launch golf clubs fit both criteria and will be a solid inclusion into the Tour Edge line. The Hot Launch line is headlined by the new adjustable driver, suggested retail is \$199.99.



The new titanium Hot Launch driver is adjustable with loft options from 8.5 to 12.0 degrees in 1 degree increments. Easy-to-use adjustability gives players great control in choosing the most efficient loft for optimal distance and accuracy. The head shape is very efficient aerodynamically to promote optimal club head speed for longer drives.

The Hot Launch features a 460cc titanium four-piece forged club head. The driver's deep face design and variable face thickness technology provide maximum power from more contact points on the face.

Weight is an important feature in the Hot Launch driver, including a weight positioned in the rear center of the sole creates a deep center of gravity for an easy launch and greater forgiveness on off-center hits. The internal sole design incorporates additional weight in the heel and toe to maximize stability and performance. Paired with a very light-weight shaft, Graffaloy ProLaunch Blue, the Hot Launch driver is destined to be light and long. The Graffaloy ProLaunch Blue shaft is tip responsive design allows all types of golfers to maximize their distance through improved launch angles.

A non-adjustable Draw version is also available. The club head is offset for proven slice-fighting control. The offset hosel allows the face to 'square up' at impact for a straighter ball flight.

The Hot Launch drivers carry Edge's lifetime warranty, and 30-day play guarantee. Available in Graffaloy ProLaunch Blue shaft - tip responsive design which allows all types of golfers to maximize distance through improved launch angles. Suggested retail: Adjustable \$199.99; Draw version \$149.99. 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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Contact: Joanne Miller, (630) 584-4777 x110, jmiller@touredge.com