

For Immediate Release

## Tour Edge Releases Hot Launch Irons

*Game-improvement irons hit the target, not your wallet.*

Batavia, IL – The new Tour Edge Hot Launch irons are the most affordable, best-performing, customized iron set available, starting at retail for \$399.99. Hot Launch irons feature a vast undercut cavity design allowing weight to be moved away from the face and into the sole of the club for a higher moment of inertia, a higher launch angle, and enhanced forgiveness. Everything a golfer needs to improve their iron game.



Enhancing proper weight distribution engineers feature the new Notch Hosel in the 3 through 7-irons. The notch hosel removes more weight from the heel and repositions it to the toe, elongating the sweet spot for unsurpassed forgiveness.

The soft 431 stainless steel Hot Launch irons feature a thinner top line for a more traditional look and more generous offset progressive design. The iron's progressive design can be seen in each iron's different blade length, face height, top line, offset, bounce, and MOI. This optimizes the club's performance in distance, trajectory, spin, bounce, forgiveness, and accuracy.

Tour Edge Hot Launch Irons carry Tour Edge's lifetime warranty, and 30-day play guarantee (30-day applies to stock sets only). Available in Hot Launch proprietary Graphite, Dynalite Gold or KBS Tour 90 Steel shafts. Suggested retail: \$399.99 4-AW Steel; \$399.99 4-AW Graphite. 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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