

For Immediate Release

**Tour Edge Exotics Breeds New XCG Family with
XCG7 and XCG7 Beta Drivers**

Batavia, IL (January 20, 2014) - After six successful XCG driver launches, the new XCG7 driver offers more variability, technology, and material upgrades than its predecessors. Continuing the Exotics tradition the XCG7 drivers bring premium technology to today's techno-savvy consumers and increases commercial viability by offering two clubheads., the XCG7 and XCG7 Beta.

The XCG7 adjustable driver is available in two different clubheads, 440cc (Beta) and 460cc. The XCG7 driver features upgraded performance in a 6A4V titanium, 460cc driver head that produces easy-launching and high trajectory with added forgiveness. The new driver incorporates added adjustability with loft options from 8.5 to 12 degrees in ½ degree increments.



The Beta, 440cc adjustable clubhead presents a smaller, refined shape composed of 6A4V titanium with a deeper, beta titanium face. The new head also incorporates added adjustability with loft options from 8.5 to 12 degrees in ½ degree increments creating a penetrating trajectory.

Maximizing distance, engineers designed the *Power Grid*. Positioned directly behind the hitting area, the *Power Grid* creates an accordion-like effect and increases spring-effect by flexing at impact. The *Power Grid* alternates in thickness from 0.5mm to 1.0mm, allowing the thinner dimple-slots to flex, producing a hotter launch.

Four advanced-position hexahedron weight pads maximize MOI for greater stability in each clubhead. The weighting positions the center of gravity in the optimal location in the XCG7 lower and deeper in the head for mid spin and a higher launch angle. For a more penetrating launch angle, and to minimize spin, the pads in the Beta are located higher and closer to the face.

Further enhancing stability, weight is removed from the rear center of the sole. This dual-step cavity in the XCG7 allows the extra weighting in the rear heel and toe to provide maximum forgiveness. A wider cavity is featured in the XCG7 Beta to move weight forward for a higher CG.

Variable face thickness technology offers multiple levels of thickness that maximize the spring-like effect from more points on the face, especially in the heel and toe areas. Completing the new XCG7 design is a Tour-inspired matte black finish which reduces glare and features the Exotics logo on the top heel.

The XCG7 driver's appearance is distinctive and easy to differentiate the two clubheads. The XCG7 Beta's chromatic medallion includes 'Beta' on the plate, and 'Beta' appears in white on the hosel.

#Continued#

The XCG7 drivers features Tour Edge's lifetime warranty and 30-day play guarantee. It is available in the most popular shafts on the market; Fujikura Fuel and Tour and the Matrix Ozik White, Red and Black Tie shafts. Suggested retail: XCG7 \$299.99; Beta \$349.99. For more information, call (800) 515-3343 or visit www.touredge.com.

Located in Batavia, IL, Tour Edge manufacturers 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).

##END##

Contact: Joanne Miller
Public Relations Director
(630) 584-4777 x110
jmiller@touredge.com