

For Immediate Release

**Get Lucky with the New XCG7 Legendary Fairway Woods
Now available in two heads: XCG7 and XCG7 Beta**

Batavia, IL (January 20, 2014) – ‘It’s better to be lucky than good’ says the old golf adage. Why not have both? Exotics fairway woods have incessantly outperformed competitors, and this next generation-lucky number seven- continues that tradition. Now offered in two distance-leading models to accommodate players of all levels: XCG7 and XCG7 Beta.



The Exotics XCG7 model is designed with greater forgiveness in mind featuring a lower profile and larger club head. The XCG7 Beta model is highlighted by a deeper face and a smaller clubhead promoting a more boring trajectory.

The new XCG7 fairway now reaches a very high CT level using a brand new, streamlined brazing technique and a new more dense custom 465 forged maraging cup face. This new inner cup face construction method also enhances the spring-effect and distance. A callout to its name, the XCG7 Beta features a forged beta titanium cup face for supreme COR. In both series the face is combo-brazed to the hyper-steel body to produce Exotics legendary performance.

Maximizing distance, the *Power Grid* positioned directly behind the sweet spot creates an accordion effect and increased 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.

Hexahedron sole weight pads are positioned back in the heel and toe to increase MOI and maximize stability on off-center contact. In the XCG7 Beta, the weight pad design positions more weight forward in the head, raising the center of gravity and producing a more penetrating trajectory.

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 larger cavity is featured in the XCG7 Beta to move weight forward for a higher CG.

The XCG7 fairway woods 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.

Every fairway wood includes 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

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Tie shafts. Suggested retail: XCG7 \$249.99; Beta \$299.99. 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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