

For Immediate Release

**Tour Edge Introduces Advanced Hybrid Technology
XCG7 and XCG7 Beta**

Batavia, IL (February 10, 2014) –The XCG7 hybrid series is our most forgiving hybrid design to date and is available in two distinct models to accommodate players of all skill levels. The XCG7 hybrid is larger, easy-to-hit, and is a higher trajectory model with a lower profile. The XCG7 Beta is a more compact shape and deeper face for more penetrating ball flight.

The XCG7 model features a maraging cup face design for the ultimate in spring-effect, even on off-center hits. The XCG7 Beta model incorporates a lightweight Beta Titanium crown that weighs only six grams. The crown allows for additional precise weight positioning in the head to deliver Tour-caliber trajectory and versatility.



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 Beta model, 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 hybrids 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 hybrid 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 Tie shafts. Suggested retail: XCG7 \$159.99; Beta \$199.99. 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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