

Tour Edge to Exhibit at Booth #843 at 2019 PGA Merchandise Show

Company Outlines Larger Booth Space, New Product Lines and Extensions, Tour Pro Meet and Greets at Booth

Tour Edge, Golf's Most Solid Investment, will exhibit its exciting new line of golf clubs and accessories at Booth #843 at the 66th PGA Merchandise Show, Jan. 23rd to Jan. 25th, 2019, in Orlando, Fla.

Tour Edge has moved their booth location for the first time in nearly a decade to a new spot on the main aisle of the Orange County Convention Center. The new booth space is over twice as large as their previous booth space last year.

"With our new larger booth on the main aisle, we are next to some of the biggest names in golf," said Tour Edge Vice President of Marketing Jon Claffey. "At double the size, I feel this growth on the show floor represents our banner year in sales, market share, marketing and tour presence that we experienced in 2018. We hope to grow our presence and momentum in the market place even more at this year's show."

The surging brand announced today they will launch their Exotics EXS full line of clubs, new versions of their tour-winning and award-winning Exotics CBX 119 fairway woods and hybrids, their new HL-J Junior sets, their new PureFeel Template Series putter line, the new HL To-Go package sets and new 2019 golf bag designs at the PGA Merchandise Show this year.

"We believe this to be our most well rounded product line offering from top to bottom in our 33-year history," said Claffey. "We take a lot of pride in the fact that we offer a golf club for every different type of golfer that exists in the marketplace, from the best players in the world to juniors that are just getting started; we try to meet the needs for every golfer at every price point. Our 2019 line perfectly represents this vision."

Professional golfer Meet and Greets will be hosted at the Tour Edge booth #843 with two of Tour Edge's PGA Tour Champions staff professionals:

- Tim Petrovic, who finished 9th on the PGA Tour Champions money list in 2018, will join Tour Edge Wednesday from 11 AM to 12:30 PM at the Tour Edge booth for a meet and greet.
- Scott McCarron, the #2 ranking player from the PGA Tour Champions last year, will be making an appearance at the Tour Edge booth Thursday from 11 AM to 12:30 PM.

The new Tour Edge EXS Driver is nominated in the *Product Ingenuity-Market Leaders* category of the 25th Annual ING Industry Honors awards program held at the PGA Merchandise Show. The Exotics EXS driver was one of nearly two dozen products nominated in this category and made it out of sub-committee voting to be named one of three products on the final ballot. The winner will be announced at the 25th Annual ING Industry Honors Presentation Press Conference at the PGA Merchandise Show Jan. 24 at 12:30 PM in Room 312 A/C in the Orange County Convention Center.

Tour Edge will host its 14th annual Multi-Manufacturer Media Day the Monday of PGA Show week. Tour Edge has teamed up with OnCore, KBS, Lamkin, ShotScope and Sun Mountain to present their new products to over 100 members of the golf media. Ten other manufacturers will also join in on the popular Media Day on the range for their own private demo day at the renowned Lake Nona Golf and Country Club.

On the Tuesday of PGA Show week, Tour Edge will be set up on the range at Tee Number 7 for the PGA Show Demo Day taking place at Orange County National Golf Center and Lodge. Tour Edge will be featuring live music and free beer from 12 PM to 3: 30 PM to those checking out the new Tour Edge products on display for demoing. The new Exotics EXS and Exotics CBX 119, as well as the highly-successful Hot Launch 3 line, will be set up for product testing. Two TrackMan radar-based flight monitors will be set up so those testing can see their exact performance numbers.

For those looking to test the new Tour Edge products during the PGA Merchandise show, Tour Edge will be set up at ETC (Equipment Testing Center) spot Number 9 daily Wednesday through Friday at the Tour Edge tent located behind the main stage.

About Tour Edge

In 1986, David Glod founded Tour Edge with a focus on offering golfers with high quality and technologically advanced golf products that were as cutting edge as they were affordable. He is now considered one of the preeminent master club designers in golf club design and has led Tour Edge to be a Top 10 manufacturer in every club category.

Tour Edge products have been put in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Web.com Tour, as well as European professional tours, and have been in play in every PGA TOUR major event and in Ryder Cup competitions, leading to 17 wins for players playing Tour Edge products on the PGA Tours (10 PGA TOUR, 6 PGA Tour Champions and 1 Web.com Tour).

In 2018 alone, Tour Edge clubs have earned seven wins, nine runner-up finishes, 34 Top 5 finishes and 60 Top 10 finishes on the three PGA Tours. Tour Edge, an

American owned and operated company for more than 32 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and Bazooka.

- Exotics products bring futuristic technologies to the marketplace with tour preferred designs and smaller production runs. Exotics clubs utilize higher-grade, avant-garde materials and manufacturing methods that have led Exotics to establish itself as a leader in quality craftsmanship and to redefine what is possible in golf club performance.
- Hot Launch has forged a name for itself as a producer of high-quality premium game improvement golf clubs from driver to wedge. Hot Launch has proven to provide the greatest custom fit value in golf and includes an unprecedented guaranteed 48-hour custom fit delivery program.
- Bazooka represents the absolute best value available in golf, offering advanced players, beginners, women and juniors the best in playability and affordability

All Exotics and Hot Launch clubs are hand built in the United States in Batavia, Illinois and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day play guarantee.

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