

# Press Release

FOR IMMEDIATE RELEASE

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## **MRC GOLF, INC. Debuts Limited Edition Diamana™**

Carlsbad, CA (January 27, 2016) -- MRC GOLF, INC. introduces Diamana™ S+PLUS Limited Edition. It's the latest offering in the long-standing Diamana™ brand of premium golf shafts that have captured more than 110 global wins since 2004.

The new Limited Edition Diamana™ shaft is initially being offered in weights of 60 and 70 grams, and features three fundamental changes from its predecessor, the current Diamana™ S+PLUS. The Diamana™ S+PLUS Limited Edition is enhanced with MRC's proprietary DIALEAD™ Pitch Fiber, known for its lightweight and enhanced strength. DIALEAD™ Pitch Fiber also reduces the overall shaft weight by several grams and lowers the shaft's torque. The shaft has also been designed with a higher balance point that maximizes shot-making workability and club fitting versatility -- giving players who prefer the smooth bend profile of Diamana™ Blue Board even more performance options.

"The 80T high-strength, lightweight DIALEAD™ Pitch Fiber that's been incorporated into the butt-section, combined with lower torque, maximizes energy transfer and shaft stability through impact," says Mark Gunther, Vice President of Sales and Marketing at MRC GOLF. "This is one our most stable Blue Board profiles to date and is ideal for golfers wanting the unique blend of power, control and versatility offered by this series incorporating DIALEAD™ Pitch Fiber."

The Diamana™ S+PLUS Limited Edition includes a refined combination of our most innovative technologies:

### **DIALEAD™ Pitch Fiber**

Pitch fiber is more costly and difficult to manufacture, but is much stronger than standard carbon fiber. By placing the prepreg fortified with Mitsubishi's proprietary DIALEAD™ Pitch Fiber in the butt-section of this new Diamana™ S+PLUS Limited Edition, we can better prevent shaft deformation and deliver superior strength, for increased energy transfer during the swing.

### **Multi-Dimensional Interlay (MDI)**

The Multi-Dimensional Interlay (MDI) process has been extended throughout the full length of the shaft, and not just the tip-section as in previous models. MDI enables us to layer ultra-thin carbon fiber in incredibly precise patterns and locations along the shaft, giving us pinpoint control over stiffness and stability. It also maximizes resilience when storing and releasing energy. Because the new MDI allows us to make use of thinner materials, we can reduce overall shaft weight by 3-to-4 grams without sacrificing torque.

### **Tough-QURE™**

Our new Tough-QURE™ Resin System developed internally at Mitsubishi Rayon, features extra polymers that are added during the curing process. These polymers fill tiny gaps in the prepreg, resulting in better feel and feedback. Tough-QURE™ also helps the material cure faster, producing a stiffer feel that's beneficial in the tip section.

### **High Balance Point**

The Diamana™ S+PLUS Limited Edition has been designed with a higher balance point than the current model. In fact, it's the highest balance point ever offered in our classic Diamana™ Blue Board profile.

### **Variable Torque**

The next generation Diamana™ S+PLUS Limited Edition incorporates our Variable Torque system that optimizes performance by targeting shaft torque and frequency. Players of all abilities can benefit from torque and frequencies designed specifically for R-flex, S-flex and X-flex swing speeds.

### **Who It's Best For**

Players seeking our signature smooth bend profile with the added stability provided by adding DIALEAD™ Pitch Fiber.

### **Pricing and Availability**

The Diamana™ S+PLUS Limited Edition is available through MRC GOLF authorized retailers and dealers nationwide, with a suggested retail price of \$350 USD.

The shaft, for woods, is offered in the following weights and flexes:

Diamana™ S+PLUS Limited Edition 60 (R, S, X)

Diamana™ S+PLUS Limited Edition 70 (R, S, X)

### **About MRC GOLF**

MRC GOLF, INC. is a wholly owned subsidiary of Mitsubishi Rayon Co., LTD., dedicated to designing and developing high performance composite golf shafts for discerning golfers everywhere. MRC GOLF leverages its own resources and raw materials (vertical integration), which gives them a competitive advantage. Over the years, MRC GOLF has been a leading supplier of premium composite golf shafts worldwide. With many of the world's best players using Mitsubishi Rayon golf shafts, MRC GOLF has established itself as a dominant force in the golf industry.

### **For additional information please contact:**

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