

Tour Edge Announces High-Tech Exotics 723 Metals Designed to Fit Every Possible Swing Type

Tour Edge, the pound for pound industry leader in performance and innovation, introduces their new Exotics 723 Series of metals.

Following the path of the previous Exotics, the tour-winning 722 Series, the Exotics 723 launch features two separate drivers, fairway and hybrid designs designated as Extreme (E) and Competition (C) spec.

The new E723 metals are MOI+ designs built for maximum forgiveness, while the new C723 designs are all about harnessing power and dialing in low spinning distance.

The Exotics 723 E and C drivers feature all-new design and technology called the Flight Tuning System or F.T.S.

F.T.S. was developed to provide Tour Edge's largest fitting matrix ever produced.

One of the top design goals for the Tour Edge R&D team was to provide one of the most adjustable drivers currently available in the marketplace

With the player centric C723 Driver, the Flight Tuning System technology and all its available weight options total 4,860 different fitting configurations for the clubhead.

This is due to the ability to swap different weights both on the back sliding track new to the 723 Series, and by having both front and back weights that are interchangeable.

This unprecedented level of adjustability allows the golfer or custom fitter to dial in flight direction and desired level of MOI and spin.

"Every swing, every player type, every inch of performance you'll need on the golf course is developed into our high technology Exotics 723 series," said Tour Edge founder and President David Glod. "The Competition Spec player wants more adjustability with hotter and lower spinning flights, while the Extreme Spec player wants max MOI. for increased

accuracy, ease of launch and overall playability. We have both sides covered and every swing in between with the 723 metals."



The new ultra-premium, high-performance Exotics 723 Series metals will be available worldwide on March 1, 2023. Pre-Sale starts February 8th and will go through February 28th.

The Powerful

Exotics C723 Driver

This ultra-premium 445cc profile and deeper face of the C723 is designed for the competitive player to produce low-spin power. The C723 Driver features a two-tier front/back Flight Tuning System with the back weight on a new sliding track that allows for both extreme MOI and flight/spin rate manipulation.

The C723 design offers the ultimate in power, feel and forgiveness through Tour Edge's breakthrough 360-degree Ridgeback™ and Diamond Face VFT™ technologies.

Flight Tuning System - A two-tier Front/Back Weight System with the back weight on a new sliding track is employed in the C723 Driver that allows for both extreme MOI and flight/spin rate manipulation.

The C723 Driver will come standard with a 5-gram weight in the front and a 15-gram weight in the back. This allows for adjustability at a rate of +/- 300 RPMs of spin rate when the weights are switched.

The MOI range adjustment is from 5300 g/cm² to 4900 g/cm², making for an available adjustability of 11% at your fingertips. It's a 5% increase in MOI over the previous C design.

Sliding the weight on the adjustable track allows for a +/- 7-yard heel and toe bias in directional flight. For example, if you were to slide the weight all the way to edge of the Fade position, your flight would adjust seven yards to the right for a right-handed player, and vice versa for the Draw setting.

Nine different individual weights that are transferable to every club in the 723 Series will be available from 5 grams to 21 grams.

Adding to its adjustability the adjustable hosel allows golfers to adjust the loft +/- 2 degrees and lie angle through a range of 3 degrees.

360° Ridgeback Technology – Tour Edge engineers created a thinner, more refined Ridgeback activation for C723 with increased structural properties and 360-degree perimeter weighting.



The Titanium Ridgeback spine running from the center of the face through the crown now wraps around the entire perimeter to frame the entire clubhead.

Adding Titanium to the perimeter, along with Ridgeback down the center, allows more support on off-center hits to increase face deflection.

The additional perimeter Titanium has boosted MOI significantly. This Ridgeback spine and now 360-degree activation acts as a brace for the entire clubhead to produce more power across the entire face, including the extreme perimeters.



The C723 Ridgeback design is 15% thinner than the previous C722 model, while offering greater structural support properties. Ridgeback is designed to create a superior feel at impact.

The extra rigidity created by the brace through the crown produces a much stronger feel at impact when compared to a full carbon crown and results in a crisper and brighter feel at strike.

Quad Carbon Tech - Tour Edge engineers replaced extra Titanium from the crown and sole by creating Quad Carbon Tech in four different areas of the clubhead. The C723 features 5% more carbon fiber than its previous iteration.

The addition of Quad Carbon Tech saves considerable weight in the clubhead, allowing for the 360-degree Ridgeback design, an increase in MOI, greater face flex in the heel and toe areas so off-center hits achieve greater power. This weight savings has been re-purposed to the ideal location to help with creating optimal CG location.

Diamond Face VFT - New Diamond Face VFT is made up of diamond shapes of variable face thickness behind the face. There are 44 total diamond shapes featured on Diamond Face VFT, comprising seven different thicknesses in an interweaving pattern. The face thickness of the new Diamond Face VFT is thinner on the heel and toe on the C723 Driver.

The mini trampolines that make-up Diamond Face VFT create faster ball speeds and an expanded sweet spot. The increase in Diamond Face coverage to the extreme heel and toe dramatically increases ball speed on off-center hits while also greatly aiding forgiveness on these strikes.

Stock Shafts: Mitsubishi Tensei AV Series Blue 65 with X Link Tech R/S/X, Project X HZRDUS Black Gen 4 60 R/S/X



Available Lofts in Right-Handed: 8°, 9°, 10.5°

Available Lofts in Left-Handed: 10.5°

Retail Price: \$499.99

The Accurate

Exotics E723 Driver

This ultra-premium 460cc profile designed for maximum forgiveness takes MOI to the absolute extreme! The E723 Driver's extreme low rearward CG position produces an extremely high MOI of 5600 g/cm², the highest MOI driver Tour Edge has ever produced.

The E723 Driver features a Flight Tuning System on a new sliding track, while bringing the ultimate in power, feel and forgiveness through Tour Edge's breakthrough 360-degree Ridgeback™ and Diamond Face VFT™ technologies.

Flight Tuning System / MOI+ -The Flight Tuning System is a weighting design on a sliding track features a 20-gram weight at the extreme trailing edge on the sole of the clubhead.

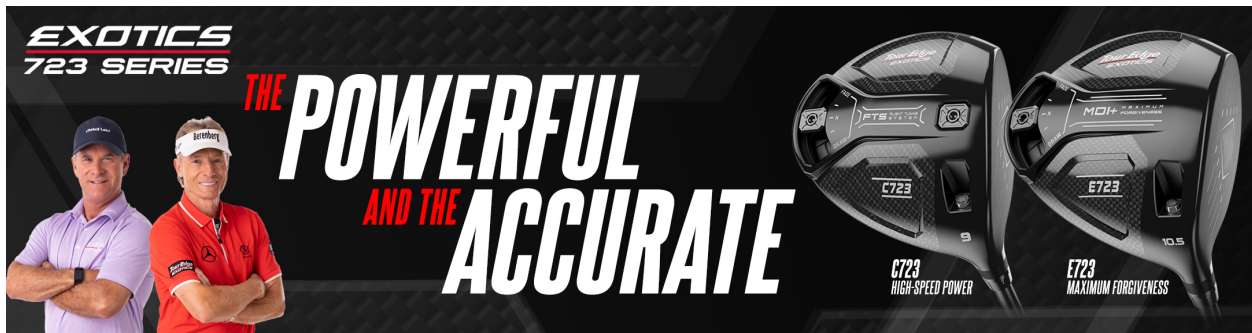
Sliding the weight on the adjustable track allows for a +/- 10-yard heel and toe bias in directional flight. For example, if you were to slide the weight all the way to edge of the Fade position, your flight would adjust 10 yards to the right for a right-handed player, and vice versa for the Draw setting.

Nine different individual weights that are transferable to every club in the 723 Series will be available from 5 grams to 21 grams.

Adding to its adjustability the adjustable hosel allows golfers to adjust the loft +/- 2 degrees and lie angle through a range of 3 degrees.

The E723 Driver's extreme low rearward CG position produces an extremely high MOI at 5600 g/cm² MOI, the highest MOI driver we have ever produced. This leads to increased stability at impact and tighter dispersion. It's a 5% increase in MOI over the previous E design.

360° Ridgeback Technology - Tour Edge engineers created a thinner, more refined Ridgeback activation for E723 with increased structural properties and 360-degree perimeter weighting. The Titanium Ridgeback spine running from the center of the face through the crown now wraps around the entire perimeter to frame the entire clubhead.



Adding Titanium to the perimeter, along with Ridgeback down the center, allows more support on off-center hits to increase face deflection. The additional perimeter Titanium has boosted MOI significantly.



This Ridgeback spine and now 360-degree activation acts as a brace for the entire clubhead to produce more power across the entire face, including the extreme perimeters.

The E723 Ridgeback design is 15% thinner than the previous E722 model, while offering greater structural support properties.

Quad Carbon Tech - Tour Edge engineers replaced extra Titanium from the crown and sole by creating Quad Carbon Tech in four different areas of the clubhead. The E723 features 5% more carbon fiber than its previous iteration.

The addition of Quad Carbon Tech saves considerable weight in the clubhead, allowing for the 360-degree Ridgeback design, an increase in MOI, greater face flex in the heel and toe areas so off-center hits achieve greater power. This weight savings has been re-purposed to the ideal location to help with creating optimal CG location.

Diamond Face VFT - The new Diamond Face VFT is made up of diamond shapes of variable face

thickness behind the face. There are 44 total diamond shapes featured on Diamond Face VFT, comprising seven different thicknesses in an interweaving pattern. The face thickness of the new Diamond Face VFT is thinner on the heel and toe on the E723 Driver.

Stock Shafts: Fujikura Air Speeder 35/40 L, A, R, Mitsubishi Tensei AV Series Blue 65 with X Link Tech R, S, X

Available Lofts in Right-Handed: 9°, 10.5°, 12°

Available Lofts in Left-Handed: 10.5°

Retail Price: \$449.99



The Powerful

Exotics C723 Fairway Metal

This ultra-premium compact profile and deeper face is designed for the competitive player to produce low-spin power. The C723 Fairway features a two-tier front/back Flight Tuning System that allows for both extreme MOI and flight/spin rate manipulation.

This all-Titanium Player's Fairway features the revolutionary 90-gram RyzerSole Technology while bringing the ultimate in power, feel and forgiveness through Tour Edge's breakthrough Diamond Face VFT™ technology.

Flight Tuning System - An adjustable 15-gram weight directly behind the face and the addition of a 5-gram back weight to create an amazingly effective front/back weighting system for MOI and spin control.

The C723 Fairway will come standard with a 5-gram weight in the back and a 15-gram weight in the front. This allows for adjustability at a rate of +/- 200 RPMs of spin rate when the weights are switched. All 723 series weights are swappable from club to club.

Nine different individual weights that are transferable to every club in the 723 Series will be available from 5 grams to 21 grams.

The adjustable hosel allows golfers to adjust the loft +/- 1.5 degrees up or down. With three lofts being offered (13°, 15°, 18°) the 723 delivers a loft range of 11.5 degrees to 19.5 degrees, while various alternate settings afford lie angles from 56 degrees to 59 degrees.

Ryzersole Technology - The RyzerSole on the C723 fairways combine three distinct features on the sole of the clubhead; an unprecedented 90-grams placed as low as possible in the sole of the clubhead (75-permanent Tungsten weight and a 15-gram adjustable weight) as part of a sole rail that extends from leading edge to trailing edge.

These three design elements make up the new RyzerSole that produces a super-low and forward CG, high-launching shots with amazingly low spin rates, decreased turf interaction and maximum ball speed off the face.

The 15-gram adjustable weight in the middle of the RyzerSole is also available in heavier and lighter weights to provide an unprecedented range of 80 grams to 96 grams of optional weight for the ultimate in CG, MOI, and swing weight manipulation.

Diamond Face VFT - New Diamond Face VFT is made up of diamond shapes of variable face thickness behind the face. There are 35 total diamond shapes featured on Diamond Face VFT, comprising five different thicknesses in an interweaving pattern. The face



thickness of the new Diamond Face VFT is thinner on the heel and toe on the C723 Fairway Metal.



Titanium Face & Body / Carbon Crown - The compact profile and deeper face of the C723 Fairways were designed with the competitive player in mind, as was the full one-piece 6-4 Titanium body and face, a Carbon Crown and an adjustable hosel featured on the C723.

The Titanium face and body of the C723 Fairway Metal merged with a Carbon Crown provides the ultimate in power and feel. The Carbon Crown also contributes to the extremely low CG of the clubhead and increases face flex. These are ultra-premium materials that lead to ultra-premium performance in every aspect of the clubhead.

Stock Shafts: Mitsubishi Tensei AV Series Blue 65 with X Link Tech R/S/X, Project X HZRDUS Black Gen 4 60 R/S/X

Available Lofts in Right-Handed: 13°, 15°, 18°

Available Lofts in Left-Handed: 15°, 18°

Retail Price: \$329.99

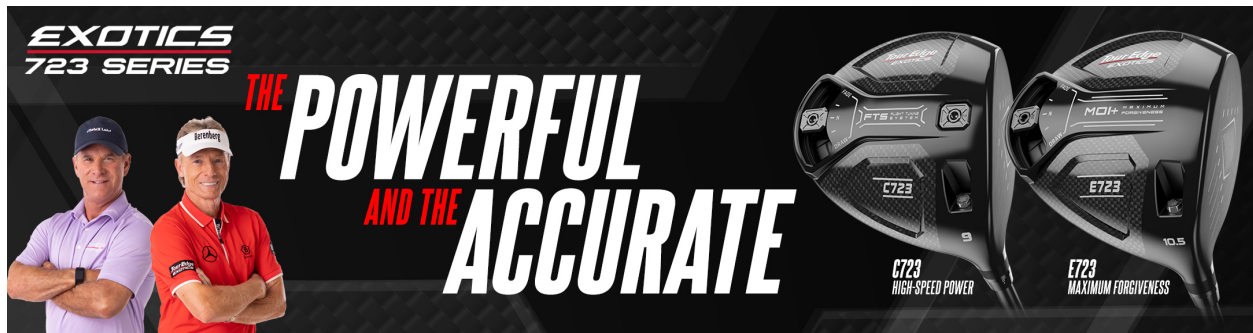
The Accurate

Exotics E723 Fairway Metal

This ultra-premium fairway metal is loaded with tech for extreme forgiveness and distance. These fairway's feature the revolutionary RyzerSole Technology while bringing the ultimate in power, feel and forgiveness through Tour Edge's breakthrough Diamond Face VFT™ technology.

Maximum Forgiveness – MOI+ - An adjustable 10-gram weight at the extreme trailing edge on the sole of the clubhead. The E723 fairway's extreme low-rearward CG position produces an extremely high MOI and a deeper CG position. The MOI rating of the E723 was raised 5% over the E722 fairway metal. The position of the backweight helps deliver an optimally located CG, maximizing MOI, and aiding extreme stability and resistance to twisting at impact. Installation of different weights also allows dialing in of required swing weight at custom lengths.

All 723 series weights are swappable from club to club. Nine different individual weights will be available from 5 grams to 21 grams for our largest ever fitting matrix.



RyzerSole Technology - The RyzerSole on the E723 Fairway Metal includes a sole rail and added weight that extends from leading edge to trailing edge. RyzerSole produces a super-low CG for high launching shots with optimized spin rates, decreased turf interaction and maximum ball speed off the face.

Maraging Steel Face / Diamond Face VFT - A new Diamond Face VFT on a Maraging Steel Face is made up of diamond shapes of variable face thickness behind the face. There are 38 total diamond shapes featured on the fairway, comprising five different thicknesses in an interweaving pattern. The ultra-premium Maraging Steel face brings extra power off the face at impact.

Carbon Crown Design - A Carbon Fiber Crown covers the entire crown area of the clubhead on the E723 Fairway Metal.

The Carbon Crown provides the ultimate in power and feel and contributes to the extremely low CG of the clubhead and helps increase face flex. These are ultra-premium materials that lead to ultra-premium performance in every aspect of the clubhead.



Stock Shafts: Fujikura Air Speeder 35/40 L/A/R, Mitsubishi Tensei AV Series Blue 65 with X Link Tech R/S/ X

Available Lofts in Right-Handed: 15°, 16.5°, 18°, 21°

Available Lofts in Left-Handed: 15°, 18°

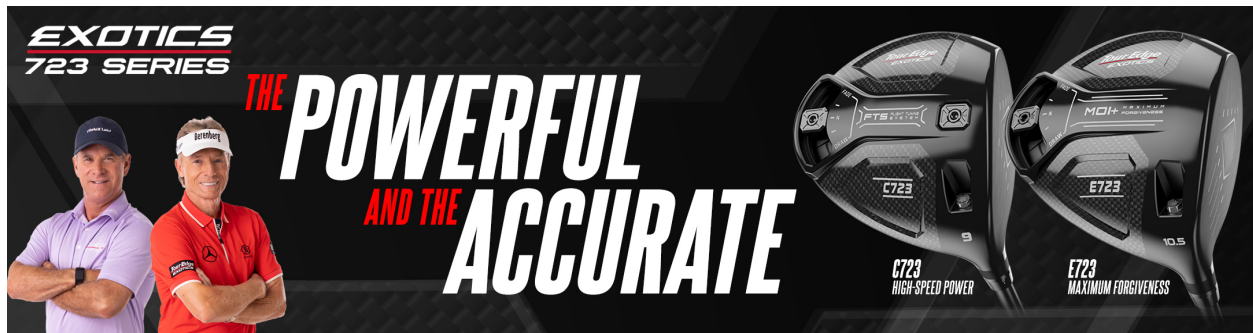
Retail Price: \$279.99

The Powerful

Exotics C723 Hybrid

This ultra-premium ultra-compact player's hybrid features the revolutionary high-flying and low-spinning RyzerSole Technology while bringing the ultimate in power and forgiveness through Tour Edge's breakthrough Diamond Face VFT™ technology.

Flight Tuning System - An adjustable 10-gram weight located directly behind the face, sitting in the middle of the RyzerSole.



The added weight further lowers the CG on this compact clubhead, pulling down spin rates while adding to launch characteristics. Installation of different weights also allows dialing in of required swing weight at custom lengths.

All 723 series weights are swappable from club to club. Nine different individual weights will be available from 5 grams to 21 grams.

The adjustable hosel allows golfers to adjust the loft +/- 1.5 degrees up or down. With four lofts (17°, 19°, 21°, 23°), the 723 delivers a loft range of 15.5 degrees to 24.5 degrees.

RyzerSole Technology - The RyzerSole on the C723 Hybrid includes a sole rail and added weight that extends from leading edge to trailing edge.

RyzerSole produces a super-low and forward CG, high-launching shots with amazingly low spin rates, decreased turf interaction and maximum ball speed off the face.

Maraging Steel Face / Diamond Face VFT - A new Diamond Face VFT on a Maraging Steel Face is made up of diamond shapes of variable face thickness behind the face.

There are 45 total diamond shapes featured on the hybrid, comprising three different thicknesses in an interweaving pattern. The ultra-premium Maraging Steel face brings extra power off the face at impact.

Player Preferred Shaping with Adjustable Hosel - The ultra-compact profile and deeper face of the 100cc C723 Hybrid were designed with the competitive player in mind with its square-toe design and adjustable hosel.

The C723 Hybrid is the most iron-like hybrid on the market, allowing players to put an iron swing with an attack angle that is hitting down on the ball. This versatile hybrid will play from the tee, fairway, rough and around the green.

The adjustable hosel allows golfers to adjust the loft +/- 1.5 degrees up or down. With four lofts being offered (17°, 19°, 21°, 23°) the 723 delivers a loft range of 15.5 degrees to 24.5 degrees, allowing every distance to be covered by the C723 Hybrid line-up.

Stock Shafts: KBS TGI Tour Graphite 50 L, Mitsubishi Tensei AV Blue Hybrid 65 A/R/S, Project X HZR DUS Black Gen 4 80 HY R/ S/X

Available Lofts in Right-Handed: 17°, 19°, 21°, 23°





Available Lofts in Left-Handed: 21°

Retail Price: \$269.99

The Accurate

Exotics E723 Hybrid

This ultra-premium hybrid loaded with tech for extreme forgiveness and distance features the revolutionary Ryzersole Technology while bringing the ultimate in power, feel and forgiveness through Tour Edge's breakthrough Diamond Face VFT™ technology.

Maximum Forgiveness / MOI+ - An adjustable 10-gram weight at the extreme trailing edge on the sole of the clubhead. What does it do? The E723 hybrid's extreme low-rearward CG position produces an extremely high M.O.I. and a deeper CG position.

The position of the backweight helps deliver an optimally located CG, maximizing M.O.I. and aiding extreme stability and resistance to twisting at impact. Installation of different weights also allows dialing in of required swing weight at custom lengths. Installation of different weights also allows dialing in of required swing weight at custom lengths.

All 723 series weights are swappable from club to club. Nine different individual weights will be available from 5 grams to 21 grams.

Ryzersole Technology - The Ryzersole on the E723 Hybrid includes a sole rail and added weight that extends from leading edge to trailing edge.

Ryzersole produces a super-low CG for high launching shots with optimized spin rates, decreased turf interaction and maximum ball speed off the face.



Maraging Steel Face / Diamond Face VFT - A new Diamond Face VFT on a Maraging Steel Face is made up of diamond shapes of variable face thickness behind the face. There are 38 total diamond shapes featured on the hybrid, comprising three different thicknesses in an interweaving pattern.

The ultra-premium Maraging Steel face brings extra power off the face at impact.

Carbon Crown Design - A Carbon Fiber Crown covers the entire crown area of the clubhead on the E723 Hybrid. What does it do? The Carbon Crown provides the ultimate in

power and feel and contributes to the extremely low CG of the clubhead and helps increase face flex.

These are ultra-premium materials that lead to ultra-premium performance in every aspect of the clubhead. The area of carbon increased 10% on the E723 Hybrid due to the overall size of the hybrid being made larger.

Stock Shafts: KBS TGI Tour Graphite 50 L, Mitsubishi Tensei AV Series Blue 65 with X Link Tech

R/S/X, Project X HZR DUS Black Gen 4 60 R/S/X

Available Lofts in Right-Handed: 17°, 19°, 22°, 25°

Available Lofts in Left-Handed: 19°

Retail Price: \$249.99

About Tour Edge

In 2023, Tour Edge is celebrating 37 years as a highly renowned and top-selling golf club and bag manufacturer serving the global golf market. Tour Edge is an American owned and operated company out of Batavia, Illinois that manufactures and sells golf clubs under three distinct sub-brands:

- Exotics: a tour-preferred line of ultra-premium equipment featuring next-level innovation and materials that is in the bags of over 160 of the world's top professionals.
- Hot Launch: the highest level of performance and game improvement innovation design at a mid-tier price point and the #1 custom fitted value in golf.



- “Get in the Game” products: featuring complete sets for men, women, seniors, and juniors, as well as individual drivers, putters, wedges, and golf bags designed for casual and beginning golfers on a budget.

The legendary #TeamTourEdge tour staff includes Alex Cejka, Ken Duke, Bernhard Langer, Scott McCarron, Tim Petrovic, Duffy Waldorf and Mike Weir. Tour Edge products have been in play for 31 victories on the PGA Tours, including 10 on the PGA TOUR and 20 on the PGA TOUR Champions.

All premium, Tour Edge golf clubs are hand-built in the U.S.A and carry a Lifetime Warranty that covers any manufacturer defects for the life of the product.

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