

## Tour Edge Announces New Exotics CBX Fairway and Hybrid 119 Versions

*Independent Tests Show CBX 119 13 Yards Longer on Average than Top-Selling Fairway Metals*

Tour Edge officially introduces the Exotics CBX 119 fairway metals and hybrids, new versions of the tour-winning and award-winning Exotics CBX models originally launched in August of 2017.

Modifications were made to the Exotics CBX fairway metals and hybrids based off of feedback from Tour Edge's Tour Staff on the PGA Tour Champions and some of the other 50 plus professionals who put Exotics into play on tour in 2018.



"We spent every week out on the professional tours this year servicing the players with Exotics clubs," said Tour Edge President and Master Club Designer David Glod. "Obviously we learned a lot on how we could improve the CBX metalwoods by working so closely with the legends of the game."

With the new Exotics CBX 119 fairway metal, Glod and his R&D team combined the shapes of the original CBX with the more compact, deeper-face CBX T3 model to create the ultimate fairway metal shape.

"Even if a change was slight, in terms of say a couple millimeters, we took it into account," said Glod. "The end result is that we made even better versions of the best metalwoods on the market and the majority of the changes made were based on direct Tour player feedback. What better person is there to talk to about how to improve a golf club than a group of tour players who had already put CBX into play and that represent over 200 PGA TOUR victories in their combined careers?"

With a goal of further reducing spin off of the metalwoods already known as "The Spin Killers", the Speed Ramp Sole was widened by 15% to create higher MOI and an even higher CG. The higher CG helped to reduce spin even more than in the previous iteration and created more wind-defying distance out of what had already tested as the longest fairway metal on the market.

The wider and deeper Speed Ramp Sole design surrounds a larger carbon fiber section on the sole of the new CBX 119 design, allowing for more weight to be positioned in the preferred location closer to the face of the clubhead. The stainless

steel Speed Ramp Sole design also improves turf interaction, allowing golfers to hit the fairway metals out of the rough or deep divots.

The ramp on the Speed Ramp Sole extracts the ball from the turf while the chrome stainless steel wings in a "horseshoe" shape expands the sweet spot on the face and surrounds and protects the ultra-light carbon fiber cap.

Glod estimated that he was able to save another 10% of the weight of the clubhead due to the increased carbon fiber area, leading to 50 grams of weight out of the 215 gram total head weight being placed up and forward in the clubhead to reduce spin.

By combo brazing a Titanium face plate to a stainless steel body combined with carbon fiber on the sole, Glod and team saved 25% of the weight of the clubhead to use towards CG manipulation.

"Reducing spin is the number one key to adding distance to a lofted club like a fairway or a hybrid," said Glod. "If we will lower the spin significantly, we will win the distance battle. This is not as easy as it sounds. It's tough to lower spin in combination with loft. We knew we had to concentrate on CG manipulation and the only way to do this was to make the only fairway wood and hybrid ever made with Titanium face, combo brazed on to stainless steel and with carbon fiber on the sole have even lower spin rates than what we had accomplished before."



The independent test results from a recent Golf Laboratories robot swing analysis confirm that Glod and team have again succeeded in reducing spin and providing greater distance than any other fairway metals available on the market.

The CBX 119 ranked 1<sup>st</sup> in total distance, 1<sup>st</sup> in carry distance and #1 in lowest spin rates against four of the top selling fairway metals on the market. The CBX 119 3-wood averaged 13 yards more total distance and 10 yards more carry distance over Taylor Made M3, Callaway Rouge, PING G400 and Cobra F8. It also bested the four clubs with 358 RPM less spin than the four clubs tested against on average at a 110 MPH swing speed.

Rank/Manufacturer/Model	#3 Metal Total Distance	Spin Rates
<b>#1 Tour Edge Exotics CBX 119</b>	<b>274.5 Yards</b>	<b>3513 RPM</b>
<b>#2 Callaway Rouge</b>	<b>266.9 (-7.6 yards)</b>	<b>3723 RPM</b>
<b>#3 Taylor Made M3</b>	<b>264.4 (-10.1 yards)</b>	<b>3841 RPM</b>

<b>#4 Cobra F8</b>	<b>259.1 (-15.4 yards)</b>	<b>3855 RPM</b>
<b>#5 PING G400</b>	<b>255.5 (-19 yards)</b>	<b>4067 RPM</b>

*Independent test was conducted by Golf Laboratories, Inc. August 23, 201 with a robotic golf swing testing machine. The 15-degree 3 -woods were tested at a 110 MPH Swing Speed with a Titleist NXT Tour golf ball.*

The new Exotics CBX hybrid integrates new technology designed to push the boundaries of low-spin distance combined with tour-inspired feel and workability. The new CBX 119 Hybrid- shorter heel to toe for more workability and lower spin results, and less face progression.

The modified design is also a taller face that produces more power and less spin. The larger Beta-Titanium face makes for more face flex, or CT, making the hybrid hotter off the face than its previous iteration.

“Again with the hybrid, we molded the old design with tour player feedback to come up the new 119 version,” said Glod. “With the new CBX 119, the changes to the hybrid are a little more visible than the fairway. The club seems more compact at address and with a blunter toe; even though it is the same exact CC’s as the original. These extra CC’s went to the face height. The 119 will also have more pop off the face due to the beta-Titanium face.”

Both the CBX 119 are keeping the same basic look cosmetically, but Glod admits to a adding Red, White and Blue in the new CBX119 logo due to the pride he takes that the Exotics clubs are 100% built in the Unites States out of Tour Edge’s Batavia, Illinois headquarters.

The only fairway metals and hybrid featuring a Titanium face in the U.S. market made a huge splash on the pro tours in 2018. In all, over 50 players have put over 300 Exotics clubs into play since Exotics was launched to the tour in the last year

The six winners on the 2018 PGA Tour Champions playing Exotics were as follows:

- The PURE Insurance winner won on Sept. 30<sup>th</sup> with a CBX fairway wood
- Exotics hybrid staffer McCarron at the Shaw Charity Classic Sept. 2nd and the American Family Insurance Championship June 24th with a CBX hybrid
- Exotics hybrid staffer Bart Bryant won the Dick’s Sporting Goods Open on August 19<sup>th</sup> with a CBX hybrid
- Exotics hybrid staffer Lehman won the Principal Charity on June 10<sup>th</sup> with two CBX hybrids
- The Chubb Classic champion won on February 17<sup>th</sup> with a CBX fairway wood and hybrid

On top of the six victories and 10 runner-up finishes, players using Tour Edge clubs earned 10- runner finishes, 34 Top 5 finishes and 60 Top 10 finishes in the 27 events played this season on the PGA Tour Champions.

Eight out of the Top 25 players (32%) and 16 out of the Top 50 players (32%) in the final Charles Schwab Cup standings put Exotics into play in 2018.

World-renowned golf website My Golf Spy recently named the Exotics CBX its "#1 Most Wanted Fairway Wood of 2018". In what is being described by the popular site as the most comprehensive and unbiased independent fairway wood test conducted in the world, My Golf Spy tested 24 different fairway woods over a hundred hours with almost 5,000 shots used to collect over 200,000 data points in order to name Exotics CBX the best fairway wood of 2018. In addition to this testing achievement, The Exotics CBX was also named to Golf Digest's annual Hot List.

Tour Edge engineers introduced their first Exotics fairway wood in 2004, creating new benchmarks for technology, distance and power in a fairway metal. The Exotics legacy was renewed with the all-new CBX metals when they became the fastest growing on the 2018 PGA Tour Champions and as independent test results proved them to be the longest, most powerful on the market today.

The engine of the CBX hybrid again lies within Exotics core ethos of using superior multi-materials and construction methods. A Beta Ti cup face is brazed with a Hyper Steel body to produce the perfect launch and low spin combination.

"All Exotics products embrace new materials and manufacturing methods," said Glod. "We call it our material advantage and it's the very DNA of all Exotics products; Exotics CBX 119 is our latest example of this ethos."

The CBX 119 fairway wood will be made available in four lofts; 3 (13.5 degree), 3 (15 degree), 3 (16.5 degree) and 5 (18 degree).

Premium stock shafts will include the Tour favorite Project X Even Flow Red, White and Blue series and the Project X HZRDUS Smoke shaft, an up-graded Golf Pride TOUR Velvet 360 grip and will sell for a suggested retail price of \$299.99.

The Exotics CBX 119 hybrid line will come in six lofts; 16 degree, 17 degree, 18 degree, 19 degree and 21 degrees. This unprecedented range in hybrid lofts provides a loft for every possible distance scenario and also provides the golfer the ability to expertly choose the best gaps for shots off the tee and/or shots from the fairway or rough. The Tour Edge R&D team expects an average of six to eight yards in between each loft, giving the Exotics CBX a 36-48 yard distance range from 16° to 22°.

Tour Edge implemented a new system for their Exotics CBX hybrids last year they call their TrueLoft System. Through extra quality control methods in the bending process of unfinished heads, plus a triple-check on loft and lie in the final stages of the club head making process, Tour Edge is committed to making sure that each club head fits the exact loft that is listed on the club head.

The CBX 119 hybrid comes with premium high-performance stock shaft options Project X Even Flow Red, White and Blue and the Project X HZRDUS Smoke, along with the up-graded Golf Pride TOUR Velvet 360 grip. Suggested retail price for the CBX 119 hybrid is \$249.99.

The projected ship date of both the Exotics CBX 119 Tour-inspired shapes is January 25, 2019.

### **Exotics CBX Technology**

- Exotics CBX is world's first Titanium face, stainless steel, carbon fiber sole club ever designed!
- ADVANCED BETA TI CUP FACE is thinner and stronger to deliver the longest-hitting fairway wood on the market today
- CARBON SOLE WEIGHTING helps move weight precisely to deliver more power with lower spin
- VARIABLE FACE THICKNESS delivers Exotics legendary power from all over the club face
- SPEED RAMP SOLE minimizes turf interaction to maintain maximum club head speed through impact

### **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 earned seven wins, ten 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 being an industry- 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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