



Tour Edge Introduces All New Shape, Rear Sole Weight in New HL4 Fairway Woods

New HL4 line designed to be the leader in custom fit performance value

Tour Edge, Golf's Most Solid Investment, today announced the launch of their new line of Hot Launch 4 fairway woods that feature all new designs and technology that includes a super-thin steel forged crown and an added back weight for extremely high MOI properties.

HL4 is the fourth release in the award-winning Hot Launch series from Tour Edge founder and master club designer, David Glod. HL4 features a complete lineup from driver to irons, all designed to fill a niche as the best technology and performance at a mid-tier price point.

The new premium performance clubs will be available nationwide and globally on August 1st.

All HL4 custom fit orders will ship with Tour Edge's unprecedented 48-hour delivery guarantee in the continental United States.



"The re-engineered shape and thinner and lighter forged steel we procured make the HL4 fairway woods speed machines that truly earn the name Hot Launch," said Glod. "This is our straightest and most forgiving design ever and it also features the fastest launch characteristics we've ever seen."

The HL4 fairway woods come in two different configurations— a straight version and an offset version. Both versions feature an all new shape and a thinner and lighter 17-4 forged steel crown for faster clubhead speed with a lower CG and an added weight for a higher MOI and an easier to launch design.

A more aerodynamic head shape design in the HL4 fairway woods produces a lower center of gravity.

More weight in the rear sole, created by the new weight in the back of the clubhead,

moves the center of gravity deep in the head for an extremely high MOI. The MOI increase is similar to the 12% MOI increase employed in the HL4 Driver.

Moment of Inertia is a measure of a body's resistance to angular acceleration, or twisting, meaning that the HL4 fairway wood is more stable. This increased MOI will increase club and ball speeds on miss-hits and will keep shots straighter.

Slice fighting technology in the HL4 offset model allows the clubface to square up at impact for a straighter ball flight.

A shallow face design and low CG in the HL4 fairway woods deliver a high launch with low spin for maximum distance.

HL4 technology also delivers incredible forgiveness, as well. Cup Face technology combined with Variable Face Thickness technology provides greater distance from more contact points on the face that results in better off-center hit distance.

The Power Channel on the sole of the club behind the club face is wider and deeper for better weight distribution and increased face flexing. The Power Channel delivers amplified ball speed and less spin, as well as added forgiveness on shots struck lower on the face.

HL4 Custom Fitting

The Hot Launch series is designed to take advantage of the emerging growth segment of customization within the equipment market. Until the launch of Hot Launch by Tour Edge, the value segment of the custom fitting market had been largely under-served.

"We see HL4 as being the best value available in the custom fitting market," said Glod. "That is why we created our 48-hour custom fitting delivery guarantee and why we are making a significant commitment to advertise HL4 heavily on the Golf Channel and elsewhere with the message of *Get Fit. Spend Less. Play Better.* We want to open up custom fitting to thousands of new golfers who are looking for innovation and performance at logical prices."

Tour Edge plans to have over 750 custom fitting centers across the country that will feature the mobile HL4 custom fitting bag and their industry leading 48-hour guaranteed delivery on custom fit orders. All custom fit specific orders turned into Tour Edge by 2:30 PM Central standard time will be built at Tour Edge headquarters in Batavia, IL and shipped to any continental U.S. state in 48-hours time, either back to the Tour Edge fitting location or directly to the end consumer.

"We are aggressively marketing the message that every golfer should be getting custom fit, and that it is especially mid to high handicap players who have the most to gain by getting fit," said Tour Edge Vice President of Marketing Jon Claffey. "Our goal is to open the flood gates on custom fitting and HL4 has proven to be the perfect product to accomplish this goal with its advanced technology, top-tier performance and amazing price structure."



HL4 Fairway Wood Specs

The straight HL4 fairway wood comes in 15, 17, 19 and 22 degree lofts, while the HL4 Offset fairway wood will be available in 15.5, 19.5, 22.5, 24.5 and 26.5 degree lofts.

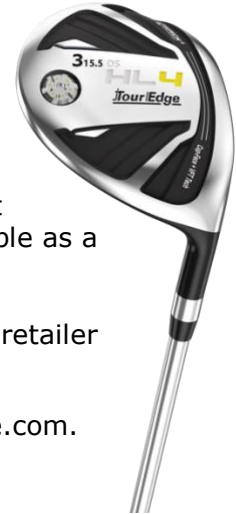
The 15.5 degree 3-wood, 19.5 degree 5-wood and 22.5 degree 7-wood in the offset version will be available in left-handed.

The HL4 series features an upgraded UST Mamiya graphite shaft that offers enhanced tip stability. The fairway woods are available in Ladies, A-flex, Regular and Stiff shafts ranging from 45 to 65 grams.

The line has also been upgraded to a Lamkin Z5 multi-compound grips that features distinct hand-placement zones. A larger Midsize grip is now available as a custom option all HL4 products.

Both fairway woods will be available August 1st at an authorized Tour Edge retailer and will feature a retail price of \$139.99.

To find a Tour Edge retailer near you, call (800) 515-3343 or visit touredge.com.



Key HL4 Fairway Technology:

- All new more aerodynamic shape
- Thinner and lighter Forged Steel Crown for faster clubhead and ball speeds
- New Rear sole weight added to create a deeper CG and a super-high MOI
- Cup Face design with Variable Face Thickness technology provides maximum power from more contact points on the face.
- Shallow Face design/Low CG for maximum launch and power
- Wider and deeper Power Channel technology
- Upgraded UST shaft
- Upgraded Lamkin Z5 multi-compound grip
- Expanded custom fitting options

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 championship and in Ryder Cup competitions. This has led Tour Edge equipment to 21 wins on the PGA Tours (10 PGA TOUR, 10 PGA Tour Champions and one Web.com Tour victories.)

Since 2018, Tour Edge clubs earned 11 wins, 12 runner-up finishes, over 45 Top 5 finishes and over 75 Top 10 finishes on the PGA Tours.

Tour Edge, an American owned and operated company for more than 33 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 established Exotics 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 Tour Edge's Get In The Game products and the absolute best value available in golf, offering advancing 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.

Media Contact:

Jon Claffey

Vice President of Marketing

Tour Edge Phone: 800-515-3343 Ex: 110

Email: jclaffey@touredge.com