

For Immediate Release

## New Hot Launch 2 Line IS Golf's Most Solid Investment

*Custom Affordability – 48-hour Nationwide Delivery Guarantee – Lifetime Warranty – Hand Built in USA*

Batavia, IL (August 15, 2016) – Tour Edge Golf is 30 years new and refocusing on our original brand message 'Golf's Most Solid Investment'. The commitment to bring quality products to the market at an affordable price has been at the forefront of Tour Edge's success and continuous growth. Today Tour Edge announces that the new Hot Launch 2 product line fulfills this motto on every level through full customization, affordability, lifetime warranty, and a new 48-hour guaranteed delivery at no extra charge. The new Hot Launch 2 expands on the 'Golf's Most Solid Investment' mantra and what that means to players today.

"The story began 30 years ago because I felt there was a hole in the marketplace for quality golf clubs at an affordable price," said David Glod, president and founder. "The current landscape of the golf industry has shown us that this is still true today and gives us a great opportunity to continue to fulfill that need. Our new Hot Launch 2 product line strengthens our commitment to the golf shop and consumers through a 48-hour shipping guarantee and our lifetime warranty."

Manufacturing smaller product runs allows Tour Edge to work differently than other, larger OEMs. For instance, the lifetime warranty is offered on every golf club manufactured by Tour Edge because of the quality and care taken during the production cycle. Separating from standard operating procedures, the new shipping guarantee provides an industry-leading, 48-hour delivery of Hot Launch 2 clubs from the ordering process with customer service. Whether the order is standard or custom, it will ship direct to the stores nationwide, arriving 48-hours later, at no additional fee.

The Hot Launch 2 product family represents custom affordability. The new line of products is customizable to each player's specifications — loft, lie, length, shaft flex, grip size — at no extra cost. Based on what is currently available in the golf industry, Hot Launch 2 clubs are the most affordable customizable products sold today.



### Hot Launch 2 Drivers

The 460cc adjustable driver is powered by cup face technology with standard loft options from 8.5 to 12.5 degrees in 1 degree increments. (MSRP \$199.99) The offset driver encompasses a more offset hosel allowing the face to 'square-up' at impact for straighter ball flight. (MSRP \$169.99)



### Hot Launch 2 Fairway Woods

The club head utilizes variable face thickness (VFT) for more rebound, and a heavier sole weight creates a deeper center of gravity for easy-to-hit shots. (MSRP \$129.99) The offset model positions the shaft line behind the club head to allow players more time to square the face at impact. (MSRP \$129.99)



### [Hot Launch 2 Hybrid](#)

Club head is constructed from 450 SS hyper steel and a forged maraging steel face featuring VFT technology. This construction design delivers the ultimate in forgiveness and power. Available in 3, 4, 5, and 6 hybrids. (MSRP \$109.99)



### [Hot Launch 2 Iron-Wood](#)

A hollow 450 SS body and a forged maraging steel face makes this an extremely forgiving and easy to hit club that can change your game. Available individually or as a complete set, 2 hybrid-LW. (MSRP \$79.99 -- Individually, \$499.99 -- 7 PC Set)



### [Hot Launch 2 Irons](#)

The best-performing customized iron set and the most affordable on the market. A soft 431 stainless steel allows for better versatility during custom building. (MSRP \$399.99 steel, \$499.99 graphite)



### [Hot Launch 2 Chipper](#)

Perfect for around the green and shorter chip shots, you cannot miss with the super-wide sole and ideal heel and toe weighting. (MSRP \$69.99)

Customer service is accepting pre-orders for Hot Launch 2, projected ship date is September 10, 2016.

***Every Tour Edge club comes with a lifetime warranty and a 30-day play guarantee.***

***For more information, call (800) 515-3343 or visit [touredge.com](http://touredge.com).***



### ***About Tour Edge Golf***

Located in Batavia, IL, and celebrating 30 years, Tour Edge is Golf's Most Solid Investment. Tour Edge manufactures and sells golf clubs under the Exotics, Hot Launch, and Bazooka brand names. Exotics products bring futuristic technologies to the marketplace with experienced designers and smaller production runs. Hot Launch has forged a name for itself as a producer of high-quality golf clubs that are sold at unbeatable prices. Custom clubs are hand assembled in the United States and distributed throughout the world. High resolution images are available at [www.touredge.com](http://www.touredge.com) (select media center).

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