

For Immediate Release

## **New Hot Launch 2 Fairway Woods Combine Custom Affordability and Powerful Performance**

*We dare you to find a better product at this price.*

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

Batavia, IL (August 29, 2016) – Tour Edge challenges consumers and accounts, “We dare you to find a better custom fitted value.” The new Hot Launch 2 product line is set to arrive in stores this September and the fairway woods provide golfers with brand new equipment, state-of-the-art technology that makes golf more enjoyable, and a lifetime warranty, all at an affordable price. The fairway woods are available in a standard and offset model for \$129.99 each.



The Hot Launch fairway woods feature a 450 SS hyper steel body and a maraging steel face utilizing variable face thickness (VFT) to enhance rebound effect. The club’s large sweet spot and VFT delivers maximum power across all areas of the face. The shallow face design combined with a low center of gravity creates the perfect high launching and low spin shots for peak distance.

“Fairway woods can often be an intimidating club to hit,” said David Glod, president and founder. “The goal with the new Hot Launch 2 woods was to make sure everyone can hit them with ease and confidence, but make them affordable so if consumers want to buy a 3-wood and a 7-wood it can fit into any budget.”

The Hot Launch 2 fairway woods are exceptionally easy to get airborne due to the deep center of gravity. To achieve the deep CG, a rear center weight is placed in the sole, twice as heavy as the Hot Launch original version. Paired with an ultra light-weight shaft engineered by UST Mamiya – one of the hottest shaft brands in golf.

The Offset model is the perfect club to fix your slice. Featuring even more offset than previous models allows the face to ‘square up’ at impact for a straighter ball flight. Both fairway wood models will instill confidence in every shot.

Truly Golf’s Most Solid Investment, the customized affordable fairway woods can be built to each player’s specifications — loft, length, shaft flex, grip size — at no extra cost. A new 48-hour delivery guarantee of Hot Launch 2 clubs sets Tour Edge apart with superior customer service. Whether the order is standard or custom, it will ship direct to the stores nationwide (continental United States), arriving 48-hours later, at no additional fee.

Hot Launch 2 fairway woods are available in the standard model, right hand only: 3-wood (15 degree); 4-wood (17 degree); 5-wood (19 degree); 7-wood (22 degree). Offset model is available in right and left hand: 3-wood (15.5 degree); 5-wood (19.5 degree); 7-wood (22.5 degree). Suggested retail: \$129.99.

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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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