

# INNOVATIVE CLUB COMPANY ESTABLISHES CATEGORY STRONGHOLD

BY: LEONARD FINKEL

Golfers are always looking for an edge, seeking out new technology that will help them lower their scores and enjoy the game more. For amateur golfers and pros alike, Tour Edge's JMAX Iron-Woods deliver that benefit. The consistency, feel, power and higher trajectory of these clubs are a quantum leap forward given the average golfer's ability to hit long irons. JMAX Iron-Woods actually promote a slight draw, as opposed to the normal push, fade or all too common high-handicap slice associated with hitting long irons.

Almost overnight, Tour Edge has become a major player in the hybrid category. Bazooka JMAX Iron-Wood was rated the #2 consumer preferred hybrid by *Golf Digest* in February 2005. According to *Golf Digest*, "Is there a better bargain? No way. This is that rare combination of innovation that works at a price that can't be beat."

## INDEPENDENT VALIDATION

Multiple studies validate the company's claims. Amateur golfers at the *Golf Digest* Schools at PGA National Resort & Spa tested the Tour Edge hybrids versus the clubs they're designed to be interchangeable with. *Golf Digest* May 2004 writes, "On average, shots from hybrids outperform their long-iron counterparts in distance and accuracy. About two of every three shots hit with hybrids flew further than those hit with the corresponding iron." Furthermore, hybrids on average were nearly 8 ft. closer to the target line. The hybrid hits were closer to the target



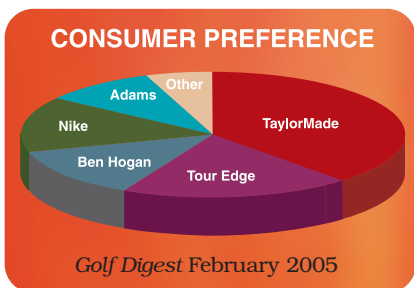
line an average of three out of every four shots. Similar early test results have also been registered with *PGA Tour Partners*.

JMAX construction optimizes weight distribution to generate a very high COR, producing a higher launch and spin plus superior forgiveness on off center hits. Extra clubhead weight delivers a higher moment of inertia, allowing the club to resist twisting, producing more accurate shots. These clubs are especially easy to hit off tight lies, but also work very well from deep rough or bunkers, normally difficult lies for traditional long irons. With a higher trajectory than the equivalent irons, these clubs can consistently reduce scores by several strokes per round.

## ACCEPTANCE OF HYBRIDS HAS SNOWBALLED

even among PGA Tour players. Continuing its role as an innovator in the hybrid segment, Tour Edge has introduced an entire set of hybrids. Players now have the option of mixing and matching hybrid and traditional clubs from a 1-

iron through assorted wedges. These clubs are ideal for players of all skill levels. While better players may only replace their longer irons, based on performance benefits, mid to high handicappers may choose to go with an entire set of JMAX Iron-Woods. Lou Dionese (Carlsbad, CA) boasts, "I'm 75 now and hitting the ball better than ever with the Tour Edge Iron-Woods. I can't think of anyone that wouldn't improve with these clubs. They're fantastic!"



For a limited time, the company is offering a promotional price of \$49.99 (Reg \$99.99) for a #6 Iron-Wood. A 30-day trial period with a full money back guarantee allows golfers time to test the product and see for themselves its true performance benefits. Satisfied golfers will then be directed to the nearest retail location to purchase additional clubs. For additional information or to purchase a #6-Iron-Wood, call 800-515-3343 or visit [www.touredge.com](http://www.touredge.com)