

Press Release

ALDILA

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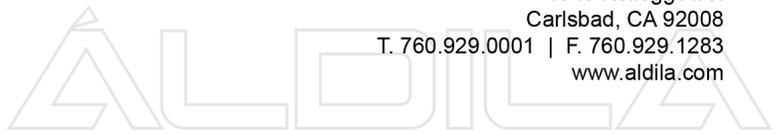
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FOR IMMEDIATE RELEASE



ALDILA® Relaunches Wildly Successful NV® and NVS

Carlsbad, CA (December 15, 2018) -- ALDILA® is set to introduce next generation NV® and NVS shafts at the 2019 PGA Merchandise Show in Orlando, Florida in January. But devoted fans needn't worry: Only the cosmetics and offerings have been enhanced.

Since early 2003, the ALDILA® NV® Green/NV® Pink has been one of the most popular after-market shafts ever, including many victories on the professional tours. The new NV® Green/NV® Pink features the same constant taper design that delivers a smooth and stable feel shot-after-shot, in addition to ALDILA®'s NexGen Micro Laminate Technology® (MLT) - that uses more than 20-layers of ultrathin, aerospace-grade prepreg to eliminate unwanted gaps and "dead zones" that can occur during the manufacturing process. MLT enhances feel and eliminates inconsistent shots caused by shaft variability. The refined cosmetic is designed to appeal to a more global audience.

The ALDILA® NVS Orange/NVS Pink -- the higher-launching complement to the NV® Series -- will also feature a new cosmetic, providing the same trusted performance consumers and tour professionals worldwide have come to expect from the NV® and NVS profiles.

"Both the NV® and NVS were born to perform and continue to withstand the test of time. We are super-excited to have a fresh look on these shafts," says Mark Gunther, Vice President of Sales & Marketing. "The changes are subtle yet noticeable, and everyone who has seen them so far tell me they're really impressed. These are the same great products but with a modernized look and new streamlined SKU's to meet the needs of our global network of distributors and dealers."

Who They're Best For

The ALDILA® NV® Green/NV® Pink is a tip-stiff, lower-launching, lower-spinning shaft that creates optimal launch for better players. The ALDILA® NVS Orange/NVS Pink is a tip-soft, higher-launching, higher-spinning shaft that creates optimal launch for players seeking a higher ball flight.

Pricing & Availability

The new ALDILA® NV® and NVS shafts are available through ALDILA® authorized retailers and dealers worldwide by February 15, 2019 and has a suggested retail price of \$75.00/wood and \$37.50/hybrid.

Woods



- NV® Pink 55 (L)
- NV® Green 55 (A, R, S, X)
- NV® Green 65 (R, S, X)
- NV® Green 75 (R, S, X)



- NVS Pink 45 (L)
- NVS Orange 45 (A)
- NVS Orange 55 (A, R, S)
- NVS Orange 65 (R, S)

Hybrids



- NV® Green 85 (R, S, X)
- NV® Pink 55 (L)
- NVS Orange 85 (R, S)

About Us

ALDILA®, INC. is a wholly owned subsidiary of Mitsubishi Chemical Holdings Corporation, dedicated to designing and developing high performance composite golf shafts for discerning golfers everywhere. ALDILA® leverages the vertically integrated resources of its parent company, which gives it a competitive advantage. Over the years, it has been a leading supplier of premium composite golf shafts worldwide.

With many of the world's best players using its golf shafts, ALDILA® has established itself as a leading force in the golf industry.

For additional information, please contact:

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