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Titleist Introduces New DT TruSoft Golf Ball

*New Titleist DT Model Provides Truly Soft Feel on Every Shot,
with Impressive Distance and Short-Game Playability*

FAIRHAVEN, Mass. (Sept. 8, 2015) – Titleist, the #1 ball in golf, introduces the **new DT TruSoft** golf ball, precisely designed and manufactured to provide supremely soft feel on every shot with the exceptionally consistent performance and quality of Titleist.

For golfers who prefer a truly soft feel, the new DT TruSoft is the best performing golf ball in its class – a result of Titleist's rigorous research and development and industry-leading manufacturing technologies. Made at Titleist Ball Plant 2 in North Dartmouth, Mass., DT TruSoft features a new core and cover formulation engineered by Titleist R&D to deliver incredibly soft compression feel with impressive distance and short game playability.

"DT TruSoft is the latest generation of Titleist's soft compression core and cover technology. In each of our past three introductions of DT models, we have continued to provide golfers with softer and softer feel," said Michael Mahoney, Director, Titleist Golf Ball Product Management. "Through our extensive testing with golfers, we know there is a growing interest for extremely soft feel, yet these golfers still want performance into and around the green. DT TruSoft represents the best combination of very soft feel and the all-around performance of distance and playability you expect from a Titleist golf ball."

"DT TruSoft is significantly softer than DT SoLo, which was already the softest compression golf ball in our line," Mahoney said, "and exceeds the performance of other products in this category as many of our competitors sacrifice either short game spin or distance."

The new DT TruSoft is available in U.S. golf shops beginning Oct. 1.

DT TruSoft TECHNOLOGY AND PERFORMANCE: DT TruSoft is designed with a fast, very low compression core and soft pure ionomer cover – the softest core construction and ionomer cover blend Titleist has ever used. The new core and cover work together to provide a uniquely soft feel and sound on every shot, while delivering very low spin in the long game for consistently long distance and reliable short game spin for playability into and around the green. A 376 tetrahedral dimple design ensures an aerodynamically consistent flight.

"This is the softest, best performing DT model we've ever made," said Matt Hogge, Titleist Golf Ball R&D's Director of Product Implementation. "We've balanced our core and cover combination to deliver a great feeling ball with performance on every type of shot. When it comes to making low compression golf balls, what's often sacrificed is spin performance on shots into the green. Any shot to the green without sufficient spin will hit and release quickly, making it extremely difficult to stop the ball close to the hole or hold the green. There is clearly a point of diminishing returns. We've moved away from that trend with DT TruSoft by maintaining really good short game spin relative to those products."

"We've learned a lot from our experience over the years with very low compression core

technology, which we've used in the centers of our dual core products," Hogge said. "We know how to make the formulations and manufacture them consistently, so that every DT TruSoft feels and performs the same every time you tee it up. We know that golfers depend on that consistency, from ball to ball and dozen to dozen."

PRICE AND AVAILABILITY: Titleist DT TruSoft golf balls will be available in U.S. golf shops beginning Oct. 1, 2015, with a MAP of \$21.99 (\$30 MSRP). DT TruSoft models are available in White and Optic Yellow models with play numbers 1-4.

DT TruSoft replaces DT SoLo in the Titleist golf ball family while continuing the heritage of the longest-running Titleist microbrand – affectionately referred to by golfers over the years as the "Red Box" Titleist.

PRODUCT IMAGES: www.titleist.com/media/DTTruSoft

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