

Noodle® Brand Relaunches with Unveiling of Noodle Neon Golf Balls

Soft Feel Combines with Retro-Futuristic UV-Resistant Color Finishes to Deliver Durability, Distance & High Visibility for the Casual Golfer

Carlsbad, Calif. (January 24, 2018) – Noodle, the most recognizable name in the long & soft category of golf balls designed for the recreational player, has announced today the relaunch of its iconic Noodle brand with the philosophy of pure enjoyment of the game while playing better. Noodle's relaunch is led by an expansion of its traditional Noodle golf ball line with the release of Noodle Neon, a collection of high-visibility, fluorescent-colored matte finished golf balls in six vibrant colors designed to add an element of fun to the game while stand out at address, during flight and on the green.



Made popular by the original Noodle Long and Soft, the New Noodle Neon is a two-piece golf ball with an extremely soft compression (62) and a soft aerodynamic cover that offers durability and distance. The core of Noodle Neon uses a patented REACT Core Technology that reduces compression and maintains rebound for maximum ball velocity. The cover blend consists of several ionomers with different metal ions known to create synergy for more speed while maintaining excellent durability.

Many golf balls in the high visibility space suffer from the severe fading and discoloration of fluorescence when exposed to UV light. With Noodle Neon, TaylorMade's engineers successfully created a product that withstands the elements and maintain color. Noodle Neon utilizes a bright white core, high visibility colorants in the cover and a proprietary matte paint that gives the ball a distinctive appearance when compared to standard gloss golf balls. The colorants used in the cover and matte paint include both UV inhibitors and UV stabilizers. UV inhibitors prevent the oxidation of the polymer that cause premature yellowing/color shifting and UV stabilizers prevent UV light from causing discoloration.

“The Noodle brand has helped millions of golfers have fun and play better as the original long and soft golf ball. The new Noodle Neon golf balls offer this iconic performance with a twist that creates greater visibility and more enjoyment that will last.”

— Michael Fox, Category Director, Golf Balls & Accessories

Pricing & Availability

Available at retail on March 15, 2018 at \$20 dozen, Noodle Neon will be available in Matte Lime Green & Matte Red as dozen ball packs, while additional colors will be sold as mixed dozens inclusive of Matte Pink, Matte Orange, Matte Blue & Matte Yellow being sold individually.

For more information, please contact the TaylorMade Communications Team.



Jory Mendes

Global Communications Manager

jory.mendes@tmag.com

+1 760 476 8041

[@itsthejor](#)

ABOUT TAYLORMADE GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment with industry-leading innovative products like M3 / M4 metalwoods, M3 / M4 irons and TP5/TP5X golf balls. TaylorMade is the #1 Driver in Golf and also a major force on the PGA TOUR with one of the strongest

athlete portfolios in golf, that includes world no.1 Dustin Johnson and five of the current Top 15 in the world.



TaylorMade Golfnewsroom