

Change your **SPIKES**...



Change your **GAME**...

**For Immediate Release**

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**Strong Global Relationships Evident For CHAMP® Spikes at Munich Show**  
**CHAMP Spikes values participation in Munich Show and European Tour support.**

*Marlborough, MA* – CHAMP, the company known for being the leader in innovative traction technology, enjoyed its 17<sup>th</sup> year as a participant of the Munich Golf Show held in late September. CHAMP supports the many distributors globally participating in the show and also held a presence of their own sharing a booth with German distributor Silverline golf. The booth showcased a full presentation of the large array of products offered by the company known as the “1 Brand on Tour”.

Additionally, CHAMP has had record numbers of European Tour players competing in their brand. Building on a strong first half of the year, over 50% of the players competing on the European Tour are wearing CHAMP spikes in each event, heavily dominated by our STINGER™ assortment. The strong following of these international golfers has had a direct influence on sales, brand recognition, and our partnerships with OEM's in Europe.



“The Munich show offers us the opportunity to step into a focused, competitive arena and do the work it takes to promote our company and compete for new business. We always look forward to the chance of being able to come face to face with customers and our global distributors for feedback on our products and to get a pulse of what is happening in the industry while thanking them for their continuous support.” states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. “This year proved to be extremely successful for CHAMP as the Munich venue consistently had strong attendance. We are fortunate to have strong relationships in over 100 countries that we have worked hard to develop over the years. The timing of this show is extremely important to us as we work on our 2010 plan. It is also a great place to gage new products we will be launching at the 2010 PGA Merchandise Show in Orlando.”

CHAMP is the premiere brand of MacNeill Engineering Worldwide, which has been designing and manufacturing athletic footwear components since 1931. The Company has been a pioneer in cleat technology since it introduced the world's first locking spike: SURE-LOK. Since then, MacNeill Engineering has grown to be The World Leader in the Sport Cleat industry with revolutionary offerings which include the CHAMP Q-LOK System®, the CHAMP TRI-LOK® system, as well as the most complete line of innovative spikes in the world, including the CHAMP Scorpion STINGER™ spikes and CHAMP ScorpionSpike®.

For more information regarding CHAMP products please visit [www.champspikes.com](http://www.champspikes.com)

**The World Leader in Sport Cleat Technology®**