

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

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CHAMP® to Launch the Best in Traction Technology & Comfort at 2010 PGA Merchandise Show

Marlborough, MA –CHAMP, The World Leader in Sport Cleat Technology®, is proud to introduce to the golf industry a first in traction technology with it's new CHAMP Zarma® spikes.

The latest technology from CHAMP (patent pending), is a three material design that has an innovative soft cushion layer sandwiched between a durable traction layer and a rigid attachment layer. All three layers are held together using advanced polymer molding techniques. Lotus technology uses compression to soften the impact of walking. This reduces spike pressure and creates a more comfortable experience for the golfer. In other words, CHAMP Zarma is the most comfortable spike coming to market today.



"We are excited to be presenting golfers globally with this new and innovative CHAMP Zarma spike. Our main focus is to offer exceptional traction along with a shock absorbing cushion layer for unparalleled comfort." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "As we prepare for 2010 we expect that CHAMP Zarma will be just as popular as the ScorpionSTINGER™ has become. Our testing has shown that it has that undeniable traction our spikes are known for as well as superior comfort for golfers of all levels of play."



Features on the three material CHAMP Zarma include, a traction element constructed of durable abrasion resistant urethane, a comfort element of soft resilient shock absorbing material attached to a rigid base element which incorporates the fastener. As in all of the CHAMP spikes, CHAMP Zarma has a wear indicator to let golfers know when it is an appropriate time to change out their spikes. CHAMP Zarma will be sold in all three fasteners of Tri-Lok®, Q-Lok®, and small thread fitting all popular golf shoes available on the market today.

After recent quality testing against competitor brands, we found not only is Zarma more comfortable for golfers, the CHAMP Zarma spike stayed significantly cleaner after rounds which gave golfers the necessary traction they needed as well as eliminating the desire to brush the outsole free from dirt in the middle of a round.

It's clean. It's comfortable. It's cutting edge. You feelin' it?

Discover more about Champ please visit www.champspikes.com



Come feel the latest in spike technology at booth 2629 on the main aisle of the equipment area at the 2010 PGA Merchandise Show. For more information regarding CHAMP Zarma and all of CHAMP products, please visit www.champspikes.com.

For additional press information on CHAMP Zarma please contact mmeade@email.macneillusa.com.

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®.

The World Leader in Sport Cleat Technology®

Discover more about Champ please visit www.champspikes.com