

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

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Contact: Molly Meade

617.678.6778

mmeade@email.macneillusa.com

CHAMP® Wins First Tournament of PGA Tour

Marlborough, MA –CHAMP, The World Leader in Sport Cleat Technology®, is proud to announce the winner of the 2010 SBS Championship took the trophy wearing CHAMP ScorpionStinger™ spikes.

CHAMP spikes were worn by 57% of the entire field as well as the winner and 5 of the top ten.

"It is great to see the 2010 PGA Tour season begin and we, of course, are pleased to begin the season with a win. We congratulate the winner on his second time winning at this venue and his incredible finishing round to come from behind for the trophy." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "The popularity of the STINGER on tour since it launched has been truly incredible. We continue to see numbers increasing which is a testament to it's traction and durability."

As the west coast swing continues, CHAMP spikes is additionally excited to introduce their latest in traction and comfort with the new launch of CHAMP Zarma. As the company pushes the envelope on spike innovation, this CHAMP Zarma will give golfers the same undeniable traction as all of the CHAMP spikes offered, and in addition CHAMP Zarma gives an incredible softness in comfort as worn by both those who ride as well as those who walk 18 holes.

To be formally introduced at the 2010 PGA Merchandise show, CHAMP Zarma will be the one spike which will give the #1 Brand on Tour's CHAMP Stinger a run for its money as they duel for the top positions in the market. For additional press information on CHAMP 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