

Change your **SPIKES**...



Change your **GAME**...

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Contact: Molly Meade

617.678.6778

mmeade@macneillusa.com

CHAMP® Spikes Winner at Both the PGA and European Events this Week

Marlborough, MA – CHAMP, The World Leader in Sport Cleat Technology®, is proud to announce that the winner of the Farmer Insurance Open and the winner of the Qatar Masters captured these titles while wearing CHAMP spikes.

This week, on the PGA Tour, CHAMP had not only the winner but, 6 of the top 10 finishers wearing the #1 Brand on Tour according to the Darrell Survey. On the European Tour an impressive 68% of the field wore CHAMP spikes with 9 of the top 10 spots on the leader board thus, clearly showing what a strong following CHAMP spikes have for their superior traction and better durability.

“CHAMP is proud to have both winners this week on the PGA and European Tour. We congratulate these winners and are proud that 2010 began with such strong numbers on all professional tours.” states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. “Coming off of the 2010 PGA Merchandise Show we have seen strong interest from both retailers and industry leaders on our latests in traction technology, the CHAMP Zarma®. As the golf world is introduced to the most comfortable spike in golf, we foresee many additional wins on the professional tours in the near future with CHAMP Zarma.”

CHAMP Zarma spikes include the undeniable traction found in all of CHAMP spikes with a twist of additional comfort. With a three material composition, CHAMP Zarma is constructed with an innovative soft cushion layer sandwiched between a durable traction layer and a rigid attachment layer. CHAMP Zarma is the answer to any golfer's needs giving perfected traction, strong durability and ultimate comfort.

For additional press information on all of the CHAMP products please contact mmeade@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 new CHAMP Zarma®, 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 ScorpionSTINGER™ spikes and CHAMP ScorpionSpike®.

Discover more about Champ please visit www.champspikes.com



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