

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

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Contact: Molly Meade

617.678.6778

mmeade@macneillusa.com

CHAMP Zarma® Has Great Success at 2010 PGA Merchandise Show

Marlborough, MA – After 31 years one would think there would be little surprise of what to expect at the 57th PGA Merchandise Show in Orlando. This year CHAMP, The World Leader in Sport Cleat Technology®, is proud to announce that they had one of their best shows ever due to the success of the newly launched CHAMP Zarma® spikes.

The initial reaction to the new CHAMP Zarma was above and beyond the expectations. It was not hard to see how powerful word of mouth was after the first introduction of CHAMP Zarma as traffic flow at the CHAMP booth got increasingly stronger with retailers, buyers and media all interested in seeing the latest in traction technology.



CHAMP Zarma is designed with three materials that are composed of an innovative soft cushion layer sandwiched between a durable traction layer and a rigid attachment layer. Using CHAMP's Lotus Technology to soften the impact on walking, CHAMP Zarma is the most comfortable spike coming to market today.

"I am extremely pleased with the outcome of the show. We have been told that this is the biggest launch in golf spikes since we introduced the world to the CHAMP ScorpionSTINGER™." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "We have spent a good amount of time perfecting this spike to give golfers additional comfort. I have no doubt that this year CHAMP Zarma will be the one new product that will change golfers expectations for traction and in turn change their games."



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.

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

For more information regarding CHAMP Zarma and all of CHAMP products, please visit www.champspikes.com.

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For additional press information on CHAMP Zarma please contact mmeade@macneillusa.com. Change your **GAME**...

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 new CHAMP Zarma®, the CHAMP Scorpion STINGER™ spikes and CHAMP ScorpionSpike®.

The World Leader in Sport Cleat Technology®

Discover more about Champ please visit www.champspikes.com