



For Immediate Release

March 11, 2010

Contact: Molly Meade

617.678-6778

mmeade@email.macneillusa.com

CHAMP® Re-Signs with The Long Drivers of America
CHAMP Spikes proves to have ultimate traction for LDA

Marlborough, MA – CHAMP Spikes, The World Leader in Sport Cleat Technology® is proud to announce and to continue as the Official Spike Sponsor of The Long Drivers of America (“LDA”). After a successful first year, the Companies were excited about the synergies between Champ Spikes and the LDA Events and both have agreed that this Sponsorship should continue in 2010.

The LDA provides a platform for golf’s longest hitters as they strive for unmatched traction with their powerful swings. CHAMP spikes have long provided golfers with superior traction, balance and stability. The relationship for the two brands is a perfect fit and will further support each company’s long term goals.

“CHAMP looks forward to another successful year working with these incredible golfers. The LDA not only gives us the opportunity to reach a new segment of golfers, but when we are committed to providing exceptional traction and stability there is no better setting to test and support our claims.” states Harris MacNeill, President and CEO of CHAMP/ MacNeill Engineering. “We know that our spikes will stand up to the toughest elements and golfers will benefit from their superior traction and to have the world’s strongest and longest make claims about being able to swing harder and feel the traction is a win-win situation for us.”

We are pleased to have such a leader in the industry continue as our marketing partner. “ says Art Sellinger Owner and CEO of Long Drivers of America. “Their products consistently provide the ultimate in performance for the longest hitters on the planet.”

The 2010 RE/MAX World Long Drive Championship Powered by Dick’s Sporting Goods will take place at the Mesquite Sports and Event Complex in Mesquite, Nevada, October 27 – November 5.

To learn more about the Long Drivers of America, browse www.longdrivers.com; to learn more about CHAMP Spikes visit www.champspikes.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®