

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

April 8, 2010

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CHAMP® Introduces the DS10 Point of Purchase Display

Marlborough, MA – CHAMP, The World Leader in Sport Cleat Technology®, knows the importance of presentation of products at retail. That is why they have increased their point of sales units for the 2010 season. Available April 15th is the DS10 Spinning Floor Display.

The DS10 display is the perfect space saving unit for a pro shop or retail store. With a 17.5 inch footprint, this unit holds 144 disk packs making it perfect for maximum storage without taking up too much space. The base rotates turning 360 degrees for improved product visibility and enhanced modularity.

The DS10 is a rigged and attractive permanent display made with a solid metal base and frame. The dimensions of the DS10 display are 17.5"w x 17.5"d x 44.5"h and because of the size it is simple to move and relocate within a retail environment and is sized to be shipped by UPS or Fed-Ex. Each unit includes a spike guide for consumer use and ease of finding the product to fit all their footwear needs. The DS10 Spinner is available April 15th and when you purchase 144 CHAMP Zarma® or ScoropionStinger™ disk packs you receive the DS10 display and 12 Lady Stinger™ disk packs FREE!



“Retailers are displaying CHAMP in consistently growing numbers and the DS10 allows them to display our full line of golf spikes. The DS10 point of purchase display is a great solution for both large and small stores.” states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. “With a sleek modern design the DS10 will draw the attention of consumers to view the wide variety of spikes CHAMP manufactures. We know that this type of point of purchase unit will prompt consumers to stop and think about their traction needs and changing out old spikes.”

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®.

For more information regarding CHAMP products please visit www.champspikes.com.

The World Leader in Sport Cleat Technology®