



FOR IMMEDIATE RELEASE

CHAMP® Spikes Partners with Golf Pride®

Marlborough, MA. - (April 29, 2010) – CHAMP Spikes, The #1 Brand on Tour®, announces a new partnership with Golf Pride, the #1 Grip on Tour®.

Two of the industries leading companies in their respective fields have joined together to help make changes in the game of golf. This strategic partnership provides a stronger voice in plans to educate consumers on the importance of servicing their equipment to get the best results for the technology provided in that equipment. Starting on May 1, 2010, the first 5,000 golfers to re-grip eight or more clubs at any Golf Galaxy or Dick's Sporting Goods will receive a free set of CHAMP ScorpionSTINGER™ Spikes. The promotion will run until May 31, 2010 and is the first promotion the two companies are utilizing to educate consumers on the importance of changing out spikes and re-gripping clubs. The two least costly yet most important game improvement actions a golfer can make is to change their grips and spikes.

The World Leader in Sport Cleat Technology® has done various studies showing that for optimal traction and comfort, golfers should change their spikes every 12 to 15 rounds. Wear will vary depending upon surface and terrain conditions so golfers should visually inspect their cleats each time they put their golf shoes on and worn spikes should always be replaced promptly. This is the reason that all of CHAMP ScorpionSTINGER spikes come with a wear indicator letting the golfer know it's time to change their spikes.

It is recommended that grips be changed every year or every 40 rounds whichever comes first. Grips are made of materials that age and wear as a function of time and use. Over 80% of Tour Professionals rely on Golf Pride grips and not a single player is paid to do so. The vast majority of new clubs sold today use Golf Pride grips to maximize their performance.

“We know that this partnership teams up two global golf brands to educate the consumer on the importance of changing their spikes and grips.” states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. “Golfers need a stable base in order to achieve maximum potential with any golf swing. Golfers need traction and our spikes are made with superior designs to give golfers that traction. Our mission is to support golfers as they strive to play better golf and in turn give them a better experience on the course.”

GOLFPRIDE QUOTE

About Golf Pride

Golf Pride is the global leader in golf grip innovation and technology, from the invention of the slip-on grip to groundbreaking advancements in cord with our new Brushed Cotton Technology (BCT) to the introduction of the hybrid category of grips.

About CHAMP 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: SURELOK. 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 ScorpionSTINGER™ spikes and CHAMP ScorpionSpike®.