

Change your **SPIKES**...



Change your **GAME**...

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**The World Leader in Sport Cleat Technology® Featured  
at the 2010 FIFA World Cup South Africa™**

*Marlborough, MA* – When it comes to high intensity sporting events it is hard to beat the FIFA World Cup. With 48 teams from around the world competing for record breaking crowds starting on June 11, 2010 and running through July 11, 2010 in South Africa, this years World Cup is sure to be an exciting event. Combining players from various countries there will be one thing that is consistent throughout... The world leaders in the Soccer world will be featuring the world leader's newest traction technology by competing in CHAMP cleats.

"The World Cup always brings excitement to the sports world as these players proudly represent their countries for the title of champion. CHAMP is proud to be supplying these teams with the best in traction technology. We have been making soccer cleats for over 40 years and the World Cup offers us incredible global exposure." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "The competition and level of play never lets the fans down and similar to the Ryder Cup in golf, it draws in new spectators who may not necessarily be soccer fans. We look forward to watching as the best in the world give us a months worth of incredible sports entertainment."

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®**

*Discover more about Champ please visit [www.champspikes.com](http://www.champspikes.com)*