

Change your **SPIKES**...



Change your **GAME**...

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CHAMP® Takes The Win and Dominance at the BMW Italian Open

Marlborough, MA – CHAMP, The #1 Brand on Tour®, is pleased to announce that the winner of the BMW Italian Open wore CHAMP spikes as he claims his first European Tour title.

In addition to the winner, CHAMP spikes were recorded on 7 of the top 10 finishers as well as 71% of the entire field. On the PGA Tour, The PLAYERS® Championship documented similar results as 70% of the top ten finishers wore CHAMP ScorpionSTINGER™ spikes.

"We have seen incredible turnouts on the European Tour with golfers choosing our spikes as their equipment choice for traction technology. In 2010 alone we have averaged consistently around 70% of the entire field at each tournament which is a true testament of which spike these players prefer." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "We are extremely pleased with the results we have had thus far this year and will continue to support each of the professional tours and strengthen our relationships with the players offering them the most innovative products in sport cleat technology."



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®