

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

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CHAMP® Adds Two More Wins to Incredible 2010 Record

Marlborough, MA – CHAMP is proud to announce another victory on the European Tour at the Open De France in an exciting three-man playoff finish. Continuing with the impressive 2010 statistics, CHAMP has 72% of this weekend's field competing in CHAMP spikes as well as six of the top ten finishers.

After a two-hole sudden death playoff on the LPGA Tour, the winner of the Jamie Farr Owens Corning Classic was victorious in CHAMP spikes. This win is added to the 2010 record of 8 wins in 12 events for CHAMP spikes on the LPGA Tour in the 2010 season.

"Each week the numbers on both of these professional tours has been extremely impressive for CHAMP spikes. On the European Tour we have consistently seen over 60% of the players choosing CHAMP as they play some of the toughest golf courses in the world." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "On the LPGA Tour we have seen impressive results at every tournament. We know that the question is not *IF* there is a winner wearing CHAMP spikes. The question is *'WHICH* CHAMP spike supporter has won?' We are extremely grateful to all of these great golfers and their choice to wear the #1 Brand on Tour®."

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