

CHAMP® Celebrates The 2009 Masters Victory

CHAMP Stinger Wins First Leg of Grand Slam.

Marlborough, MA - CHAMP®, the company known for being the leader in innovative traction technology, celebrates its 22nd major victory at the 2009 Masters Tournament as well as dominating the leader board.

Along with the 2009 Master's champion, the top five finishers chose the comfort, traction and durability of the #1 Brand on tour's soft model golf spike in the CHAMP ScorpionStinger™. Augusta National showed no mercy as this year's tournament finished in dramatic fashion with a sudden death playoff. The leader board was filled with CHAMP spikes as 8 of the top 10 finishers wore the most popular spike on tour the CHAMP ScorpionStinger™. The Masters over the years is, by far, the most watched tournament of the year. It has the highest ratings by double over any other tournament. Among the field a strong representation from CHAMP as 56% of all players wore CHAMP brand products according to Darrell Survey.



"We congratulate the winner and thank all the players who have chosen CHAMP spikes as their equipment for traction. As I've have stated in weeks past, this type of exposure is priceless. Having the worlds best golfers play in your products is an outstanding statement for any company." states Harris MacNeill, President and CEO of MacNeill Engineering/CHAMP. "With the winners week after week choosing our products it is a great reminder as to why we are so focused on selling top quality true value products."

CHAMP partners with top footwear companies globally. Consistently the best selling models at retail have been models sold with CHAMP spikes on the sole. This has

been an advantage for the company because the customer has grown to know products like the Stinger for its durability and traction elements.

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®.