

CHAMP® and ACS Victorious In Both Tournaments This Week

55% of LPGA and 59.3% of PGA Use CHAMP Spikes.

Marlborough, MA - CHAMP®, the company known for being the leader in innovative traction technology, ends the first component of the Pink On the Links™ Breast Cancer Promotion this weekend with a win at the Michelob Ultra Open at Kingsmill LPGA event and a strong showing at the Players Championship PGA event.



The #1 Brand on Tour, CHAMP, documents that 59.3% of PGA players were wearing their spikes as stated in the Darrell Survey brand model count. 8 of the top ten finishers chose to wear CHAMP brand spikes to carry them around the difficult TPC Sawgrass Stadium course. The Survey also states that along with the 2009 champion, 55% of the LPGA players at the Michelob Ultra Open at Kingsmill wore CHAMP spikes heavily dominated by the Lady Stinger™.

"We congratulate the winner at the Michelob Ultra Open and as always appreciate her support of the CHAMP brand. She is a true champion and her play this weekend proved that. We actually consider it also a winning weekend for both our company as well as the American Cancer Society. Our Pink on the Links promotion was a true success thanks to the players on both tours." states Harris MacNeill, President and CEO of MacNeill Engineering/CHAMP. "This is one of those life experiences referred to as "priceless". To watch golfers rally around Pink on the Links with no hesitation about participating makes us realize that although tournaments revolve around winning there is more than one winner this weekend on the PGA and LPGA tours."

At practice rounds early last week the CHAMP team changed out over half the field at both events in support of the Pink on the Links Mother's Day promotion benefiting breast cancer research. The 2009 promotion enjoys its third year and each year

CHAMP is proud to have more players join the field sporting pink spikes in order to raise money for a great cause.

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®.