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CHAMP® Enjoys Profitable Numbers From New FlipFix™

Marlborough, MA - CHAMP®, the company known for being the leader in innovative traction technology, reports a significant sales increase in their accessory category heavily due to the launch of the new and improved FlipFix. The new FlipFix divot tool was launched at the 2009 PGA Merchandise Show and quickly became a top seller for divot tools for CHAMP.



The FlipFix is made of a durable light aluminum alloy frame with a cell phone hinge closing feature making it less cumbersome and easy to use. The component that makes this product stand out is the solid structure with tapered prongs which makes correcting divots a chore with ease. Included is a magnetic ball marker which eliminates the need to carry a separate additional item.

"We are not surprised at the success of the new and improved FlipFix and are happy to report we have seen strong sales thus far this year. Each accessory item we create we are careful to make sure that it is something that will be easy to use, easy to carry and extremely durable. The FlipFix is the perfect example of what we strive for in our products and the results have been positive." states Harris MacNeill, President and CEO of CHAMP/MacNeill Engineering. "We will continue to expand our category of tools like the FlipFix knowing retailers and consumers

look to us for quality products that will enhance a golfer's game."

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®.