

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

July 2009

Contact: Molly Meade

617.678-6778

[mmeade@email.macneillusa.com](mailto:mmeade@email.macneillusa.com)

**Make Every Putt online with CHAMP®.**  
**CHAMP continues to be a leader with innovative accessories items.**

Marlborough, MA – CHAMP does it again. Taking the simplicity of a ball marker and adding features that contribute to golfer's games and aid golfers to make more putts, CHAMP introduces the online™ ball marker.

Launched at the 2009 PGA Show, the online ball marker is a ball maker with purpose. Made in both plastic and metal options, the marker has a center stripe helping golfers line up for their putts with more confidence and direction. Permitted under the rules of golf, this ball marker received rave reviews at the PGA Show and has showed strong pre-bookings from retailers within weeks of launching.



"At CHAMP we pride ourselves in providing simplistic solutions to enhance a golfer's game." states CHAMP President Harris MacNeill. "A large percentage of golfers mark their balls with a straight line or prepare for putting by lining up wording on the ball with the hole. We know the online ball marker will make it much easier for golfers to see their line to the cup using this tool."



The online ball marker begins shipping July 15, 2009. The plastic version is available in white, florescent yellow and florescent orange and is sold in blister packs of three. Sold in bulk, the metal ball markers are sold in boxes of 500. With a nice smooth feel the nickel plated finish metal ball marker is also available for customization on the back side.



For more information regarding product launches or any of the Champ products please visit [www.champspikes.com](http://www.champspikes.com) or contact Molly Meade at [molmeade@comcast.net](mailto:molmeade@comcast.net).

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®**