

For Immediate Release

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CHAMP® Congratulates Alison Walshe on Being ‘The Last CHAMP Standing’ Winner!

CHAMP promotion comes to end with Massachusetts native as victor.

Marlborough, MA – CHAMP, the leader of traction technology, is proud to announce and congratulate the 2009 champion of the *Last CHAMP Standing Tournament*, Alison Walshe. Walshe finished up her victory winning 5 up with 4 to play over Elisa Serramia. Coincidentally Walshe is from Westford, Massachusetts not far from the CHAMP U.S. headquarters in Marlborough, MA.

CHAMP spikes partners with the Duramed FUTURES Tour in running this popular tournament as the girls compete in their normal scheduled events to gain points to an eventual 16 player bracket play. The eventual winner leaves with the title and a \$2500 check.



“Our partnership with the Duramed FUTURES Tour over the past 10 years presented us with an opportunity to offer an additional chance for the girls to compete. We started the ‘Last CHAMP Standing Series 2 years ago and each year the girls actually look forward to competing for the title.” States Jess Aversa, Director of Marketing, of CHAMP/ MacNeill Engineering. “All of us at CHAMP offer our congratulations to Alison and all the participants on a great 2009 season. In addition, Alison is one of the 10 players who earned their LPGA cards. We congratulate these girls on their achievements and wish them the best of luck as they prepare for the 2010 LPGA season. ”

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®