

Change your **SPIKES...**



Change your **GAME...**

For Immediate Release

September 2009

Contact: Molly Meade

617.678-6778

mmeade@email.macneillusa.com

CHAMP® Spikes Wins BMW Championship
CHAMP spikes on 68% of the field at BMW.

Marlborough, MA – CHAMP, the company known for being the leader in innovative traction technology, continues to enjoy an ongoing winning streak when it comes to spike dominance in professional golf events. This week at the BMW Championship no matter how you looked at it there were landslide results with CHAMP spikes versus other spikes offered to PGA Professionals. Not only supported by the winner of this event but also the Darrell Survey notes 68% of the entire field who wore CHAMP spikes, 50% of the plastic cleat wearers and six of the top ten finishers chose the #1 Brand on Tour.

Additionally, on the European Tour, CHAMP saw similar high end results with an overwhelming 68% of the golfers at the Mercedes-Benz Championship wearing CHAMP, with the majority in the popular Stinger™ spikes.

"Our company direction is to develop high quality innovative products that give professionals and armatures superior comfort, traction and durability. The PGA Tour results week after week and the overwhelming support of customers globally let us know that we have achieved this goal." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "CHAMP congratulates these champions on their success and we are proud to be the equipment chosen by these outstanding athletes."



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®.

For more information regarding CHAMP products please visit www.champspikes.com.

The World Leader in Sport Cleat Technology®