

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

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CHAMP® Sponsors The Long Drive Championship...100% use at Finals in Mesquite

CHAMP spikes proves to have ultimate traction at LDA event

Marlborough, MA – CHAMP, the company known for being the leader in innovative traction technology, is proud to announce and congratulate the 2009 champion of the *RE/MAX World Long Drive Championship*, Jamie Sadlowski. With the final event held in Mesquite, Nevada, Sadlowski won with a drive of 384 yards to capture the title as 2009 champion. This week also had the entire field of competitors playing in CHAMP Spikes.



CHAMP spikes partnered with the LDA this year as the official spike sponsor. The LDA provides a platform for golf's longest hitters to achieve massive distances with their powerful swings and is the perfect platform for CHAMP to support claims of superior traction, balance and stability.

"The LDA came to us as a great opportunity to reach out to a different segment of golfers. The benefit of spikes is to provide traction and stability and this week has once again proven that our spikes like the Stinger™ are constructed to handle these powerful swings." states Harris MacNeill, President and CEO of CHAMP/ MacNeill Engineering. "Often when we test our spikes the discussion of the weather or the course conditions come into play. This is a different take on the conditions. We are not looking at a golfer's stance or the lie of the ball. We are now looking at an individual swinging at record speeds with extreme power. The numbers this week have proven as another testament to the durability of our products."

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®