

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

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CHAMP® Zarma First Seen at 2010 Demo Day

Marlborough, MA – On January 1st the countdown began to the 2010 PGA Merchandise Show and the 8th annual outdoor Demo Day held at Orange County National Golf Center and Lodge. In less than two weeks the 2010 Demo Day will be the venue for the golf industry to get its first look at the newest in traction technology. CHAMP, The World Leader in Sport Cleat Technology®, is proud to introduce golfers worldwide to a new energy for the game of golf with the launch of the new CHAMP Zarma® spikes.

CHAMP Zarma spikes include the undeniable traction found in all of CHAMP spikes with a twist of additional comfort. With a three material composition, CHAMP Zarma is constructed with an innovative soft cushion layer sandwiched between a durable traction layer and a rigid attachment layer. CHAMP Zarma is the answer to any golfer's needs giving perfected traction, strong durability and ultimate comfort.



"We at CHAMP are extremely excited to introduce to the golf world the CHAMP Zarma. Demo Day is the perfect time to unveil this new technology." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "MacNeill Engineering has been making spikes for all sports for nearly 80 years and I can tell you CHAMP Zarma is going to be like no other spike created. The comfort a golfer feels from CHAMP Zarma will be quite evident from the first step to the final hole."



Features on the three material CHAMP Zarma include, a traction element constructed of durable abrasion resistant urethane, a comfort element of soft resilient shock absorbing material attached to a rigid base element which incorporates the fastener. As in all of the CHAMP spikes, CHAMP Zarma has a wear indicator to let golfers know when it is an appropriate time to change out their spikes. CHAMP Zarma will be sold in all three fasteners of Tri-Lok®, Q-Lok®, and small thread fitting all popular shoe brands available on the market today.

It's clean. It's comfortable. It's cutting edge. You feelin' it?

CHAMP Zarma will be featured at Demo Day in the CHAMP tent located near the main entrance from the parking lot. See the full range of CHAMP at the PGA Merchandise Show at booth 2629 to experience the latest in traction technology. For more information regarding CHAMP Zarma and all of CHAMP products, please visit www.champspikes.com.

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For additional press information on CHAMP Zarma please contact mmeade@macneillusa.com.

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®

Discover more about Champ please visit www.champspikes.com