

Change your **SPIKES**...



Change your **GAME**...

For Immediate Release

February 2010

Contact: Molly Meade

617.678.6778

mmeade@macneillusa.com

**CHAMP® To Showcase CHAMP Zarma at Golf Industry
GCSAA Education Conference and NGCOA Annual
Conference**

Marlborough, MA – On the heels of the great success CHAMP had at the 57th PGA Merchandise Show, The World Leader in Sport Cleat Technology®, quickly changes gears to participate in the 2010 Golf Industry Show, which is presented by the Golf Course Superintendents Association of America (GCSAA), the National Golf Course Owners Association (NGCOA) and the Club Managers Association of America (CMAA) which held in San Diego, California.

Accompanied by three distributors, CHAMP continues to showcase to the golf industry a new energy to the game of golf with the launch of the new CHAMP Zarma® spikes.

CHAMP Zarma is designed with three materials that are composed of an innovative soft cushion layer sandwiched between a durable traction layer and a rigid attachment layer. Using CHAMP's Lotus Technology to soften the impact on walking, CHAMP Zarma is the most comfortable spike coming to market today.



"The GCSAA Education Conference and NGCOA Annual Conference are yearly events that attract a concentrated audience of golf course managers and golf superintendents. CHAMP is proud to be a supporter of this event since the two shows merged back in 2005. It is crucial to educate the members on the innovative products we offer and the benefits to partnering with us when deciding on traction technology for their courses." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "We have great success because of the support we get from our three distributors: Fore Supply, Country Club Supply and Duffy's Tri C Supply. After the response to our CHAMP Zarma at the PGA Merchandise Show we look forward to further introducing the industry to the most comfortable spike in golf."



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 golf shoes available on the market today.

Discover more about Champ please visit www.champspikes.com

Change your **SPIKES**...



For additional press information on CHAMP Zarma please contact mmeade@macneillusa.com. Change your **GAME**...

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