

Change your **SPIKES**...



Change your **GAME**...

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CHAMP® To Showcase CHAMP Zarma® at Japan Golf Fair 2010

Marlborough, MA – Traveling from Orlando to San Diego and now over to Japan, The World Leader in Sport Cleat Technology®, will again feature the new CHAMP Zarma spikes while exhibiting at the 44th Annual Japan Golf Fair 2010 held February 19th-21st at the Tokyo International Exhibition Center.

Keeping with the growing momentum since lauched, CHAMP Zarma, will be showcased at this well attended golf fair held at the Tokyo International Exhibition Center. CHAMP Zarma got high praise from industry greats at both the 2010 PGA Merchandise Show in Orlando and the Golf Industry Conference which was held in San Diego.



Designed with three materials, CHAMP Zarma is 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 Japan market has proven to be a strong one for us as we have been apart of it for over 50 years. We know that the launch of the CHAMP Zarma will create quite a buzz at the Japan Golf Fair." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "It was the perfect time to launch a new spike in golf. The reaction we have gotten from industry experts, retailers and consumers on CHAMP Zarma has all been extremely positive and with each show we attend we are certain that CHAMP Zarma will be the sought after spike of 2010."



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.

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

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 new CHAMP Zarma®, the CHAMP Scorpion STINGER™ spikes and CHAMP ScorpionSpike®.

The World Leader in Sport Cleat Technology®

