



**For Immediate Release**

**March 3, 2009**

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## **CHAMP® Display Promotes New CHAMP Zarma®**

*Marlborough, MA* – In support of the launch of the new CHAMP Zarma spikes, CHAMP extends to retailers the SG32 Countertop Zarma Display Program.

With a mahogany base and frosted glass panel, the SG32 is the perfect solution for showcasing spikes in any retail environment. The SG32 ships with 24 CHAMP Zarma disk packs and 8 Champ FlipFix™ divot repair tools. Each unit is lightweight and has dimensions of 10"w x 8"d x 14.75"h.

"Our new CHAMP Zarma has had a great introduction to jumpstart 2010 and offers golfers globally a first in exceptional comfort in traction technology. The SG32 is the perfect compliment to this launch giving retailers of any size an opportunity to display CHAMP Zarma in a classic design." states Harris MacNeill, President and CEO of CHAMP / MacNeill Engineering. "When we create point of purchase units to showcase our products we try to refrain from overbuilding them by adding too many bells and whistles. Retailers are interested in showcasing our products and find the SG32 Zarma Display Program to be the perfect way to do so."

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 Technology® 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®, CHAMP ScorpionSTINGER™ spikes and CHAMP ScorpionSpikes®.

For more information regarding CHAMP products please visit [www.champspikes.com](http://www.champspikes.com).

**The World Leader in Sport Cleat Technology®**