

Change your **SPIKES**...



Change your **GAME**...

**For Immediate Release**

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**CHAMP® To Showcase at China Golf Show  
In Beijing**

*Marlborough, MA* – April 16, 2010 marks the first day of the 10<sup>th</sup> annual China Golf Show held at the National Agricultural Exhibition Center where CHAMP, The World Leader in Sport Cleat Technology®, will introduce the CHAMP Zarma® and showcase the ScorpionSTINGER™ along with a full range of accessory products.

In conjunction with top distributor Partner Golf, CHAMP will continue to focus on introducing Zarma to new markets. Thus far the reception to the latest in traction technology has been extremely positive and has exceeded company expectations. In addition, on hand will be the popular Stinger spikes which have consistently ranked above their competitors on the Darrell Survey as the spike of choice for tour professionals. CHAMP also will have a new range of accessories and point of purchase (POP) displays which include products such as spike and club brushes to ball markers and divot tools to other various products.

“The China Golf Show is a great platform for us to reach out to our consumers and distributors especially at this exciting time as we launch CHAMP Zarma.” states Jim Latraverse, Director of Global Sales for CHAMP / MacNeill Engineering. “We will take this as an opportunity to grow our business and take advantage of this forum with the many buyers who attend. We look forward to continuing the long standing tradition of exhibiting in this growing market.”

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®**