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**News  
Release**

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## **Golf Pride Starts Strong At The First Major Of 2008 As Leading Grip Choice At The Masters Golf Tournament**

**LAURINBURG, N.C.** ... Diversified industrial manufacturer Eaton Corporation announced today that according to authoritative Darrell Survey results, the majority of players in the 2008 Masters Golf Tournament depended on Golf Pride® grips to play their best. Golf Pride grips were used by 86.2 percent of all golfers who played in the event, held at Augusta National Golf Club on April 10-13.

“Golf Pride’s Tour Velvet® has long been a favorite of professional golfers, but more and more, Tour players are relying on hybrid grips to gain a competitive edge,” said Jeff Fiorini, general manager for Eaton’s Golf Grip Division. “Although Golf Pride does not pay players to use its grips, we are excited to see that 11 players used the Golf Pride New Decade™ MultiCompound hybrid grip to play their best during competition at the 2008 Masters.”

Eaton’s Golf Grip Division is the world’s largest manufacturer of golf grips, with manufacturing, sales and distribution facilities on five continents. The division’s Golf Pride brand is recognized globally as the number one choice in grips among tour and recreational players, competitive amateur golfers, club manufacturers and club repairmen. For more information, visit [www.golfpride.com](http://www.golfpride.com).

Eaton Corporation is a diversified industrial manufacturer with 2007 sales of \$13.0 billion. Eaton is a global leader in electrical systems and components for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; hydraulics, fuel and pneumatic systems for commercial and military aircraft;

intelligent truck drivetrain systems for safety and fuel economy; and automotive engine air management systems, powertrain solutions and specialty controls for performance, fuel economy and safety. Eaton has 79,000 employees and sells products to customers in more than 150 countries. For more information, visit [www.eaton.com](http://www.eaton.com).

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