



Eaton Corporation  
Corporate Communications  
Eaton Center  
Cleveland, OH 44114  
tel: (216) 523-5304  
kellymjasko@eaton.com



**Date** October 27, 2008  
**For Release** Immediately  
**Contact** Dan Koehler, (910) 277-3749

## **Golf Pride Ranks Top Grip Choice At The 2008 Frys.com Open**

**CLEVELAND** ... Diversified industrial manufacturer Eaton Corporation today announced that, according to the authoritative Darrell Survey, the majority of professionals who played in the Frys.com Open depended on Golf Pride® grips.

The survey revealed that 117 out of 132 players in the field (89 percent) used Golf Pride grips on the majority of clubs in their bag. The survey also revealed that 69 players used the popular Golf Pride Tour Velvet®, 17 players chose the colorful, high-performance New Decade™ MultiCompound and a number of players competed with the updated Tour Velvet Cord grip featuring Golf Pride's exclusive new Brushed Cotton Technology (BCT), which is currently only available to Tour professionals.

"The new Tour Velvet Cord grips with BCT combine optimal cord material distribution with a softer, high-traction surface feel that provides the golfer with a more comfortable all-weather performance grip," said Jeff Fiorini, general manager for Eaton's Golf Grip Division. "Seeing our new BCT grips put to the test in competition on Tour reinforces that the best golfers in the world continue to trust Golf Pride's innovative grip technology to maximize their performance on the course."

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 power management company with 2007 sales of \$13 billion. Eaton is a global technology leader in electrical systems for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulics and pneumatic systems for commercial and military use; and truck and automotive drivetrain and powertrain systems for performance, fuel economy and safety. Eaton has 82,000 employees and sells products to customers in more than 150 countries. For more information, visit [www.eaton.com](http://www.eaton.com).

###