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Golf Pride Remains Top Grip Choice At 2010 British Open Championship

SOUTHERN PINES, N.C. ...Diversified industrial manufacturer Eaton Corporation today announced that the majority of golfers who played at the 150th British Open Championship used Golf Pride® grips in competition at the historic Old Course at St. Andrews in the United Kingdom. According to data compiled by the authoritative Darrell Survey Company Golf Pride grips were used by eight of the top 10 Open Championship finishers.

Based on survey results, 117 of the 156 players in the field had Golf Pride grips on the majority of their clubs. The survey also revealed that 73 players used the popular Golf Pride Tour Velvet® model and 21 players competed with the Golf Pride New Decade® MultiCompound grip.

“The strong showing by the New Decade MultiCompound continues to showcase the performance of these grips at the highest level of competition,” said Dan Koehler, director of global sales and marketing for Eaton’s Golf Grip Division. “We are pleased to see more players favor the control and responsiveness of Golf Pride’s patented cord fused with rubber.”

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.

Eaton Corporation is a diversified power management company with 2009 sales of \$11.9 billion. Eaton is a global technology leader in electrical components and 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 approximately 70,000 employees and sells products to customers in more than 150 countries. For more information, visit www.eaton.com.

PRODUCT IMAGES AND SAMPLES AVAILABLE TO MEDIA UPON REQUEST

To obtain product or photo samples, contact: Dan Koehler at danielfkoehler@eaton.com

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