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Golf Pride® Unveils New Swing Grips for 2012 Lineup

SOUTHERN PINES, N.C. ... Diversified industrial manufacturer Eaton Corporation announced a number of upcoming additions to the Golf Pride line of grips in 2012. Golf Pride is set to release the New Decade® MultiCompound Whiteout™, Tour Velvet® 360™, Tour 25™, Tour Velvet® BCT® Cord White, Z-Grip™ Cord, and Tour Wrap® 2G® White Midsize in February 2012.

“Golf Pride has long been a leader in new grip technology, from the invention of the slip-on grip to the introduction of the hybrid category of grips,” said Dan Koehler, director of sales and marketing for Eaton’s Golf Grip Division. “The 2012 lineup offers a grip for every player’s needs, ability and club selection. Golf Pride pushes the limits in molded rubber grips to offer the ultimate feel, feedback, performance and consistency to help golfers play their best.”

The development of the New Decade MultiCompound was a significant breakthrough in golf grip technology and will soon be available in a new Whiteout design. Created for TOUR players and avid golfers alike, the Whiteout adds a new white material to the upper hand area while maintaining the performance characteristics that make the MultiCompound golf’s hottest grip. This high performance hybrid grip provides comfort and responsiveness to the lower hand, while BCT® cord provides moisture management and traction to the upper hand, giving the player the confidence to make a solid shot swing after swing. The Whiteout will be available in red, blue and black.

In addition to the Whiteout, Golf Pride is unveiling two new specialty replacement grips, the Tour Velvet 360 and the Tour 25. Tour Velvet 360 is designed for adjustable drivers, fairway

woods and hybrid clubs. It features the popular feel of the Tour Velvet non-slip surface pattern in a 360 degree design that will allow for a consistent appearance regardless of shaft orientation or adjustments. The Tour 25 is Golf Pride's lightest rubber swing grip at only 25 grams, half the weight of a conventional rubber grip. This lightweight model is the perfect replacement grip for drivers and fairway woods that use a light grip as a component.

Golf Pride will also introduce two new cord grips in 2012. The Z-Grip Cord will be Golf Pride's firmest cord grip available. Combining dual layers of texturing for feedback and control, the Z-Grip features a deep "Z" shaped texture pattern that winds vertically around the grip for control, while a significant cord texture throughout provides moisture management. This design pattern is complemented with a white end cap and distinctive white body paint. The Tour Velvet BCT, the most widely used cord grip on TOUR, will soon be available in a new white material with tightly-woven black cotton fibers for excellent traction and all-weather control.

Rounding out the 2012 line up, the popular Tour Wrap 2G will soon be available in Midsize White. This one-piece, simulated wrap grip features enhanced tackiness and an even softer material for a great feel. For more information on new grips, including grip specifications, descriptions and pictures, go to: <http://golfpride.com>.

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 2010 sales of \$13.7 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 73,000 employees and sells products to customers in more than 150 countries. For more information, visit www.eaton.com.

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