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Golf Pride® is Number One Grip Choice at Frys.com Open

SOUTHERN PINES, N.C. ... Diversified industrial manufacturer Eaton Corporation announced today that the majority of golfers who competed in the PGA Tour Frys.com Open relied on Golf Pride grips to play their best. According to data compiled by the authoritative Darrell Survey Company, Golf Pride grips were used by 83 percent of all players at the tournament, held October 6-9 in San Martin, California.

The survey noted that 110 of the 132 players in the field had Golf Pride grips on the majority of clubs in the bag, with 69 players using the Golf Pride Tour Velvet® model. Even more exciting is that 17 players were using the colorful Golf Pride New Decade™ MultiCompound grip models.

“Week after week, Tour players trust Golf Pride grips to help them maximize performance,” said Dan Koehler, director of global sales and marketing for Eaton’s Golf Grip Division. “The fact that more players used the New Decade MultiCompound than any other individual grip brand is a testament to the quality and selection Golf Pride offers.”

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. Celebrating its 100th anniversary in 2011, 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.

PRODUCT IMAGES AND SAMPLES AVAILABLE TO MEDIA UPON REQUEST

To obtain product or photo samples, contact: Lissa Putnam at lissaputnam@eaton.com

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