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## **Eaton's Golf Pride Golf Grip Division Earns Eaton Business Excellence Award**

**SOUTHERN PINES, NC** ... Eaton Corporation's Golf Grip Division received the 2011 Eaton Business Excellence (EBE) award yesterday, which is the company's highest award for performance excellence. The annual EBE award is presented to the businesses and divisions that achieve the most successful deployment of the Eaton Business System, a set of best practices for running Eaton as an integrated operating company.

All nominated business units are subjected to an exhaustive performance review. The award presented to the Golf Grip Division was one of only two EBE award winners for 2011. An EBE award was also presented within Eaton's Americas Electrical Sector. The Golf Grip Division celebrated its achievement with a visit from Alexander M. Cutler, Eaton chairman and chief executive officer, to the award ceremonies in Pinehurst, NC. Also in attendance were Uday Yadav, executive vice president, Eaton Business System and other members of the Eaton senior leadership team.

Special guest speakers included David Leadbetter, World's #1 Golf Instructor; Bob Puccini, president, Mizuno USA; Mark McCormick, CEO The GolfWorks; and Michael Brunner, CEO Brunner.

In an address before the unveiling of the distinctive award trophy, Cutler praised the Golf Pride team for earning the prestigious award and for serving as an example to the rest of the company. "You've set new benchmarks of achievement in using the Eaton Business System to create higher levels of value for our customers and the enterprise," said Cutler.

“From achieving great financial results to demonstrating terrific organizational alignment and strategic execution, you truly stand out as a model of business excellence. Congratulations for joining the ranks of Eaton’s best teams.”

Eaton’s Golf Pride is headquartered in Southern Pines, NC, and has operations in the U.K., Taiwan, and Thailand. Eaton’s Golf Grip Division employs over 775 people.

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 more than 100 years of experience providing energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power. With 2011 sales of \$16.0 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](http://www.eaton.com).

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