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## **Golf Pride® Ranks Number One Grip Choice At The U.S. Open**

**SOUTHERN PINES, N.C.** ...Diversified industrial manufacturer Eaton Corporation announced today that the majority of golfers who competed in the 2011 U.S. 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 81 percent of all players at the tournament, held June 16-19, 2011 in Bethesda, Maryland.

The survey noted that 127 of the 156 players in the field had Golf Pride grips on the majority of clubs in the bag, with 81 players - more than half the field - using the Golf Pride Tour Velvet® model. Additionally, 23 players - more than were using any single competitor brand - played with high-performance and colorful Golf Pride New Decade™ MultiCompound grip models. The exciting new Golf Pride VDR™ grip is also gaining traction with four players in the field using this model.

“The U.S. Open is one of the most prestigious and exciting golf tournaments in the world,” said Dan Koehler, director of global sales and marketing for Eaton’s Golf Grip Division. “The fact that so many elite players consistently trust our grips under these intense conditions speaks to the quality and performance of Golf Pride.”

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 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 70,000 employees and sells products to customers in more than 150 countries. For more information, visit [www.eaton.com](http://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](mailto:lissaputnam@eaton.com)

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