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Golf Pride® Is Top Grip Choice Among NCAA Division I Men's and Women's Championship Fields

SOUTHERN PINES, N.C. ...Diversified industrial manufacturer Eaton Corporation announced today that the majority of golfers who played in the NCAA Division I Championships used Golf Pride grips in competition. According to data compiled by the authoritative Darrell Survey Company, 92 percent of players in the men's championship and 80 percent of player's in the women's championship used Golf Pride grips in competition.

Based on survey results, 144 of the 156 players in the men's field had Golf Pride grips on the majority of their clubs. The survey also revealed that 93 players used the popular Golf Pride Tour Velvet® model and 37 players competed with the Golf Pride New Decade® MultiCompound grip. In addition to the strong usage by individual players, 100 percent of the players on 23 of 30 teams used Golf Pride grips on the majority of their clubs.

In the women's championship, 101 of the 126 players in the field used Golf Pride grips on the majority of their clubs. Golf Pride's New Decade® MultiCompound grips made a strong showing as the survey revealed that 39 players, over 30 percent of the field, showed their school spirit by playing that model.

"It's exciting to see that Golf Pride is the grip of choice among the best collegiate players in the world," said Dan Koehler, director of global sales and marketing for Eaton's Golf Grip Division. "Our number one goal is to provide Tour professionals, competitive amateurs and recreational players alike with innovative, dependable and high-performance grips."

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 70,000 employees and sells products to customers in more than 150 countries. For more information, visit www.eaton.com.

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