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Golf Pride® Ranks Number One Grip Choice At The 2011 Open Championship

SOUTHERN PINES, N.C. ...Diversified industrial manufacturer Eaton Corporation announced today that the majority of golfers who competed in the 140th Open Championship 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 July 14-17, 2011 in Sandwich, United Kingdom.

The survey noted that 126 of the 156 players in the field had Golf Pride grips on the majority of clubs in their bag. The leading model choice was far and away the Golf Pride Tour Velvet®, with a total of 77 players using a combination of rubber and BCT™ cord versions of the grip. Second leading model choice was the Golf Pride New Decade™ MultiCompound, with a total of 27 players choosing this colorful, high-performance grip to play their best.

“The Open Championship is always an exciting golf tournament to watch as players deal with a variety of weather conditions in every round” said Dan Koehler, director of global sales and marketing for Eaton’s Golf Grip Division. “We are proud that a majority of top professionals in this year’s Open Championship relied on Golf Pride grip technology to deliver the traction and control for peak performance in difficult playing conditions.”

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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