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Golf Pride® Makes Strong Appearance at Nationwide Tour Midwest Classic

SOUTHERN PINES, N.C. ... Diversified industrial manufacturer Eaton Corporation announced today that the majority of golfers who competed in the Nationwide Tour Midwest Classic 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 91 percent of all players at the tournament, held August 18-21 in Overland Park, Kansas.

The survey noted that 142 of the 156 players in the field had Golf Pride grips on the majority of clubs in the bag, with 94 players using the Golf Pride Tour Velvet® model. Even more exciting is that 20 players were using the colorful Golf Pride New Decade™ MultiCompound grip models.

“Whether you are a Tour player or a 20 handicapper, good grips allow you to reduce pressure on the club and swing more freely without worrying about the club moving in your hands,” 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 is a testament to the quality and control Golf Pride Grips offer.”

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.

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