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Golf Pride Is Top Grip Choice At 2010 Masters Golf Tournament

SOUTHERN PINES, N.C. ... Diversified industrial manufacturer Eaton Corporation announced today that the majority of golfers who played at the Masters 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 82 percent of all players at the April 8-11 Masters Tournament held at Augusta National Golf Club in Augusta, Georgia.

Of the 96 players in the field, 79 had Golf Pride grips on the majority of clubs in their bag, with 47 players – approximately half the field – using the Golf Pride Tour Velvet® model. Additionally, 15 players – nearly as many as were using all competitor grips combined – played with the high-performance and colorful Golf Pride New Decade™ MultiCompound grip models.

“The Masters is one of the most prestigious events on the sports calendar, so it says a lot about the quality of our products that so many of golf’s top players trusted Golf Pride grips this past week,” said Dan Koehler, director of global sales and marketing for Eaton’s Golf Grip Division. “We are driven to provide Tour professionals and recreational players alike with innovative, reliable 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 2009 sales of \$11.9 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 70,000 employees and sells products to customers in more than 150 countries. For more information, visit www.eaton.com.

PRODUCT IMAGES AND SAMPLES AVAILABLE TO MEDIA UPON REQUEST

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