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**News
Release**

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Golf Pride Ranks Number One Grip Choice At The Players Championship

SOUTHERN PINES, N.C. ... Diversified industrial manufacturer Eaton Corporation announced today that the majority of golfers who played at the 2010 PGA Tour Players 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 83 percent of all players at the tournament, held May 6-9 at TPC Sawgrass in Ponte Vedra Beach, FL.

The survey noted that 120 of the 145 players in the field had Golf Pride grips on the majority of clubs in the bag, with 67 players – close to half the field – using the Golf Pride Tour Velvet® model. Additionally, 24 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 unofficial fifth major saw the majority of its entrants compete with Golf Pride grips this past weekend,” said Dan Koehler, director of global sales and marketing for Eaton’s Golf Grip Division. “The fact that so many professionals entrust their game to Golf Pride at such an important tournament reinforces our leadership in the grip category.”

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

To obtain product or photo samples, contact: Dan Koehler at danielfkoehler@eaton.com

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