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Golf Pride® Introduces Newly Designed V-RAD® Rivalry™ Putter Grips

SOUTHERN PINES, N.C. ...Golf Pride® today announced two stylish new designs to the V-RAD Rivalry Putter Grip line that captures the intensity of the United States versus Europe golf competition. The new designs are in the style of the American and European flags, and allow golfers to show off their sense of national pride.

The V-RAD Rivalry grips feature a new smaller shape and lighter weight preferred by TOUR professionals. Made with Advanced Composite Rubber, the V-RAD Rivalry grips have a new texture and tackiness for enhanced feel and durability.

“The updated V-RAD Rivalry Putter Grips are a great way for golfers to show enthusiasm for the most legendary rivalry in golf,” said Dan Koehler, director of global sales and marketing for Eaton’s Golf Grip Division. “In addition to the attractive redesign, we updated the texture and tackiness for enhanced feel and durability, making the grips everything you’d expect from the number one grip on Tour.”

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.

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