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### **Golf Pride® Opens New Head Office in Southern Pines, N.C.**

**SOUTHERN PINES, N.C.** ... Diversified industrial manufacturer Eaton Corporation hosted a ribbon cutting ceremony today to officially open the new global headquarters for its Golf Pride grips division in Southern Pines, N.C. The new office will serve as the home base for sales, marketing, engineering and administrative staff.

“We are very excited to open our new global headquarters in Southern Pines, and are proud to remain in North Carolina after 30 productive years in Laurinburg,” said Jeff Fiorini, general manager of Eaton’s Golf Grip Division. “As the ‘Home of American Golf’ and host to major tournaments since 1936, the Southern Pines, Pinehurst and Aberdeen area is an ideal location for Golf Pride, the grip played by more than 80 percent of Tour Professionals.”

The ceremony included Eaton officials, Moore County Chamber of Commerce and Economic Development officers, club professionals, community leaders, and additional special guests of Golf Pride.

“We are thrilled to have Golf Pride establish their headquarters in Southern Pines”, said Ray Ogden, Executive Director of Moore County Partners in Progress. “This represents 39 good jobs as well as significant capital investment for our community.”

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](http://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](http://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](mailto:danielfkoehler@eaton.com)

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