

TIRED OF THE BALL OF THE MONTH CLUB?

Champions Bowling Products has always tried to be responsive to the needs of its customers.

We feel that listening to what our customers have to say is integral to our mutual success.

What our customers have been saying lately is that they're tired of the glut of new product introductions, meaningless line extensions and lack of support for products that have already been introduced. They're also telling us that the WarHawk, which we introduced in August, is an absolute winner. Accordingly, Champions is doing the following:

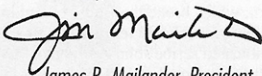
- *We are taking a pass on the traditional new ball introduction in January.*
- *We will make a substantially increased commitment to the WarHawk through weekly, national T.V. advertising on the PBA Tour.*
- *We will continue to support the WarHawk with print advertising in consumer publications.*

We feel that this offers a clear choice for those that are tired of "the ball of the month club."

You can go with a proven winner that's well supported (The WarHawk) or you can let the big boys bully you into ordering new products that the market doesn't need.

Clearly, national T.V. advertising is a sizeable investment for us to make. Bypassing the opportunity to introduce a new ball in January is a sizeable investment as well. We feel however, that these are the right steps to take. They're based on what you've told us and as always, Champions is listening.

Sincerely,



James R. Mailander, President

CHAMPIONS™
The Emerging Power