

Bowling with Attitude!

COLUMBIA
300
flip **epis**



2004-2005

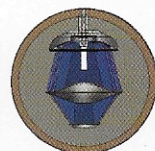
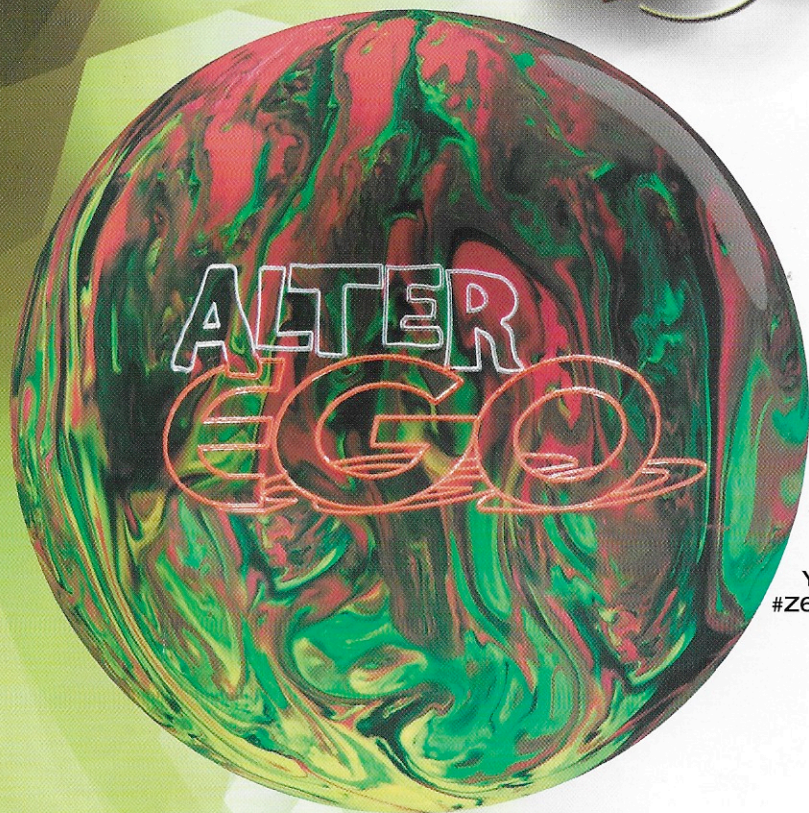
www.columbia300.com

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HIGH PERFORMANCE

ALTER EGO™

Expose your alter-ego! Welcome to the asymmetrical world of our Alter Ego™. FlipSide™ shows another side of itself with a striking combination of UFO™ (Ultimate Friction in Oil) coverstock and an asymmetrical shaped performance core that produces unmatched results. Break out of your shell and experience performance that's out of this world. Alter Ego. It's like no other.

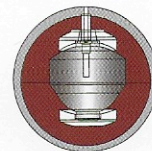
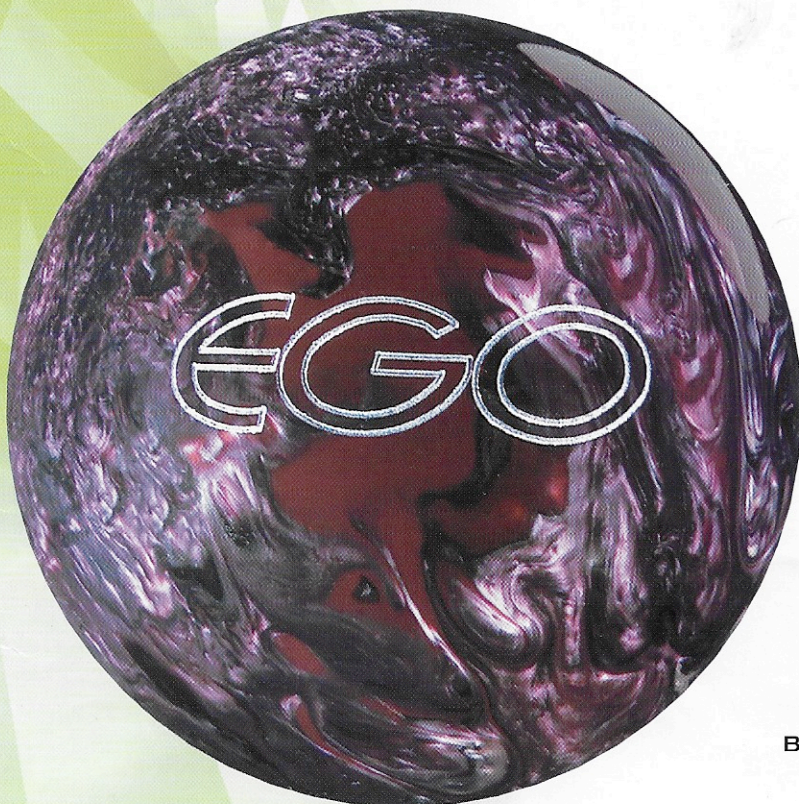


ALTER EGO™
Yellow/Red/Green
#Z62-15-XX (12-16 lbs.)

MID-RANGE

EGO™

When you let your Ego™ speak for itself, the competition will be speechless. Ego from FlipSide™ gives you the perfect combination of roll in oil and control in the midlane, allowing the UFD™ (Ultimate Friction in Dry) coverstock to take over for a quick response down the lane. So it's OK to be an Ego maniac! You'll drive your competition crazy.



EGO™
Burgundy/Oyster/Black Pearl
#Z44-02-XX (12-16 lbs.)

MID-RANGE/3-PIECE

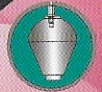
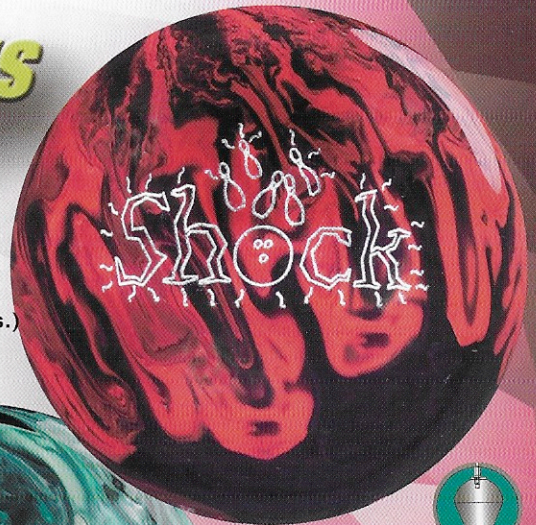


NEW! SHOCK™

True to its name, this ball sends shock waves in medium to heavy oil, handling conditions with ease. Credit its smooth UFD™ (Ultimate Friction in Dry) coverstock. Polish this beauty up and it'll perform well when the heads break down and that heavy oil pushes down the lane.



SHOCK™
Red/Black
#1001-51-XX (12-16 lbs.)



PANIC™
Black/Teal/Oyster Pearl
#Z98-10-XX (12-16 lbs.)

NEW! PANIC™

Panic has length and control due to its high Rg and low differential. It's ideal on medium to dry lane conditions, and retains its energy well to cut through oil carrydown.

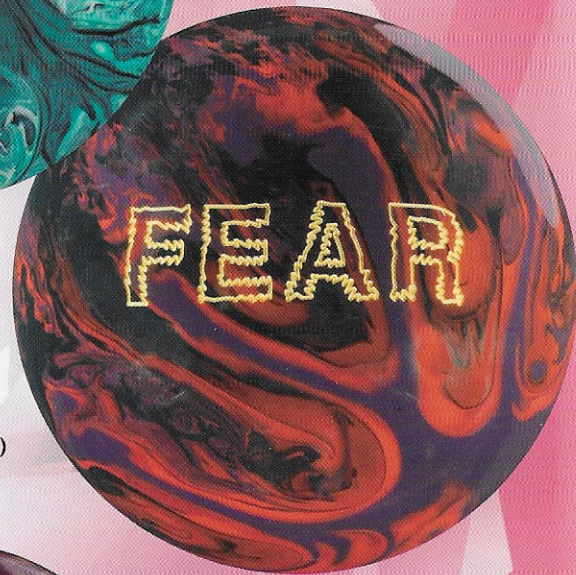


NEW! FEAR™

Strike Fear into the hearts of the competition. This amped-up version of our Wild™ has a higher differential that creates more continuation down the lane on drier conditions. And with its Super-Flex™ coverstock, it has more hook in oil with a continuous backend motion.



FEAR™
Purple/Orange/Black
#1003-48-XX (10-16 lbs.)



WILD™

There's no taming this creature. Its frenzied, flip personality and head-strong determination command attention from all sides. Give it credit. Wild has perfected its game, combining a controllable break point and tremendous length on dry lane conditions with a continuous FlipSide™ backend reaction. It's the master of the lanes and satisfies your every desire to win.



WILD™
Red/Purple/Gold Pearl
#W63-48-XX (10-16 lbs.)



WILD™
Ruby/Gold/Royal Pearl
#Y49-48-XX (10-16 lbs.)



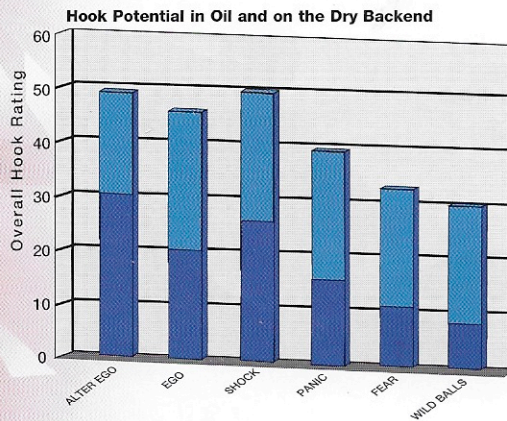
TECHNICAL DATA

We've gone over the top this year, but hey! Isn't that what it's all about? Bowling fans flip over our out-there attitude. There's no mistaking our presence or performance. The FlipSide wild bunch are colorful characters that know what they're doing at every turn. Let yourself go!



BALL	COLORS	COVERSTOCK	CORE	FINISH	RG 16#	DIFF.	WEIGHTS	ITEM NUMBER
Alter Ego™	Yellow/Red/Green Neon Red/White Logo	UFO™ (Ultimate Friction in Oil)	14-16 lbs.: Asymmetrical shaped core with top flip block 12-13 lbs.: Inverted bulb shape/integral core	Smooth (1200 grit)	2.527	0.046	12-16	#Z62-15-XX
Ego™	Burgundy/Oyster/ Black Pearl Silver Sparkle Logo	Pearlized UFD™ (Ultimate Friction in Dry)	14-16 lbs.: Dense core body with dense energy flip blocks 12-13 lbs.: Inverted bulb shape/integral core	Polished	2.503	0.049	12-16	#Z44-02-XX
Shock™	Red/Black Silver Sparkle Logo	UFD™ (Ultimate Friction in Dry)	14-16 lbs.: Dense core body with flip blocks 12-13 lbs.: Inverted bulb shape/integral core	Smooth (1200 grit)	2.498	0.052	12-16	#1001-51-XX
Panic™	Black/Teal/Oyster Pearl Red Sparkle Logo	Super-Flex™ Reactive Urethane by BASF®	14-16 lbs.: High density polymer core in stabilizer 12-13 lbs.: Inverted bulb shape/integral core	Polished	2.534	0.025	12-16	#Z98-10-XX
Fear™	Purple/Orange/Black Yellow/Orange Logo	Super-Flex™ Reactive Urethane by BASF®	10-16 lbs.: Modified 3-piece core with high density offset puck below the center	Polished	2.617	0.051	10-16	#1003-48-XX
Wild™	Ruby/Gold/Royal Pearl Hot Pink/Neon Yellow Gold	Pearlized Super-Flex™ Reactive Urethane by BASF®	10-16 lbs.: Round core with pancake weight block and high-density offset internal puck	Polished	2.631	0.030	10-16	#Y49-48-XX
Wild™	Red/Purple/Gold Pearl Hot Pink/Neon Yellow Logo	Pearlized Super-Flex™ Reactive Urethane by BASF®	10-16 lbs.: Round core with pancake weight block and high- density offset internal puck	Polished	2.631	0.030	10-16	#W63-48-XX

All balls with out of the box finish



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