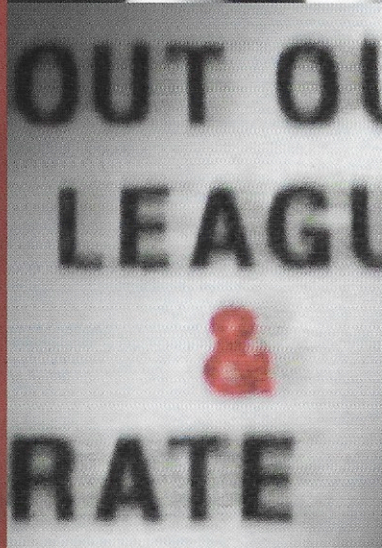
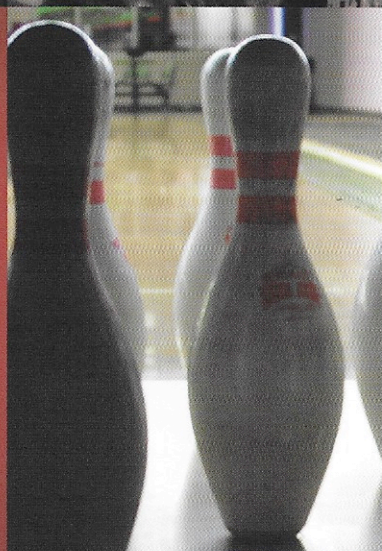


FINALLY, A BALL MADE FOR GUYS WHO HAVE
BETTER THINGS TO DO
THAN HANG WITH THE WIFE AND KIDS.

You asked for it. We took action. Introducing the new Action from Columbia300. The perfect mix of low RG and high differential, symmetric simplicity in the core and our powerful M-80 reactive coverstock. It's a potent combination that gives you the fast-revving, versatile "go-to" ball you've been looking for.

But the Action is much more than a ball. It's the continued commitment to all the passion that has kept the Columbia300 brand in the winner's circle for more than six generations. The sport of bowling is changing and we're changing with it—but we'll never change our core values.

Because it's Thursday night. The lanes are oiled. The pins are set. And everything else will just have to wait. Even the wife and kids.

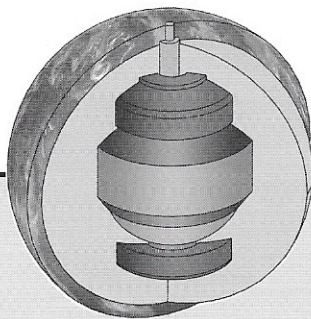


WHEN BOWLING IS YOUR LIFE.

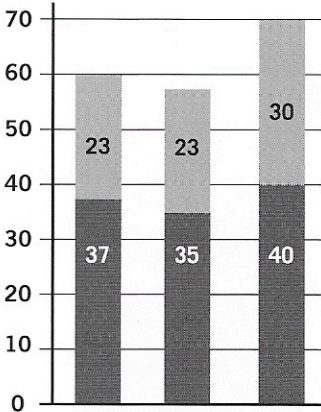
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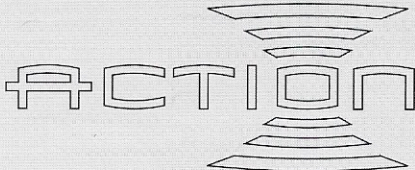


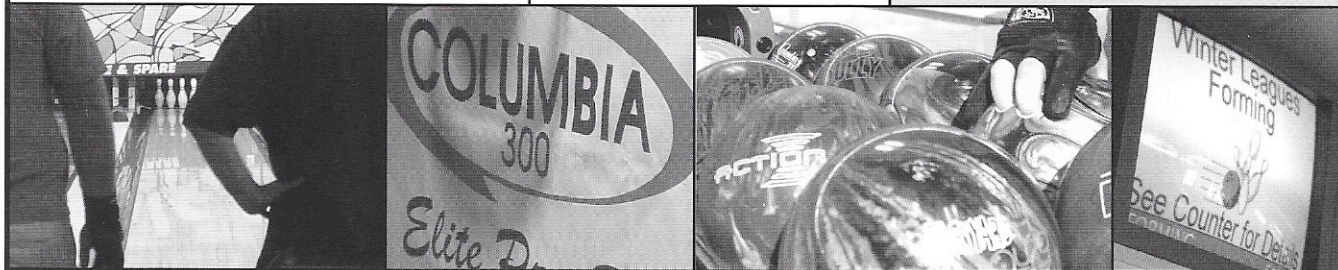
THE FAST-REVING, VERSATILE "GO-TO" BALL YOU'VE BEEN LOOKING FOR IS HERE.

| COMPONENT | FEATURES | BENEFITS | <div>HOOK POTENTIAL IN OIL AND ON THE DRY BACKEND</div> <div><div>OVERALL HOOK RATING</div><div>70 60 50 40 30 20 10 0</div><div>ACTIONBIG BULLYEPX T1</div><div>IN OILDRY BACKEND</div></div> |
|-----------------|-------------------------------|---|--|
| Core Technology | Dense core body | Concentrates the weight near the center of the core giving you faster revving action. | |
| Coverstock | Dual dense energy flip blocks | Adds flare potential for more overall hook. | |
| | M80™ Reactive Resin | Reactive formula that gives you the reaction of particle without particle. | |
| | | Starts up quicker than Super-Flex™, still providing a strong backend motion. | |

| HOOK RATING: | | | |
|-------------------|--------|---------|---------|
| Ball | In Oil | Backend | Overall |
| Action™ | 37 | 23 | 60 |
| Big Bully™ | 35 | 23 | 58 |
| EPX T1™ | 40 | 30 | 70 |
| Track Flare: 5-7" | | | |

| DYNAMIC PROPERTIES: | | |
|---------------------|-------|-------|
| Wt. | Rg. | Diff. |
| 16# | 2.438 | 0.050 |
| 15# | 2.457 | 0.050 |
| 14# | 2.496 | 0.050 |





ORDERING INFORMATION: SKU#: 1180-51 **COLOR:** Purple/Black/Pearl with Neon Green/White Engraving
FACTORY FINISH: Fine-1200 Grit **WEIGHTS:** 12-16#



5005 West Avenue, San Antonio, TX 78213 • 1- 800-531-5920
 210-344-9211 • Fax: 210-349-8672 www.columbia300.com
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