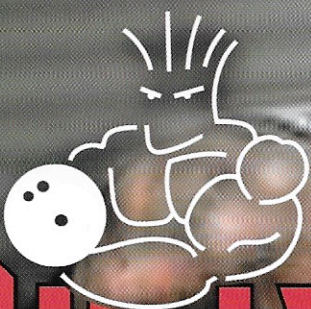


Roll'n Out The BAD BOY!



BULLY

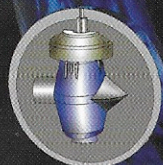
Bully your competition...it'll turn 'em Black & Blue!

Partnering with BASF®, we developed a custom urethane system designed specifically to fit today's challenging conditions. We targeted a strong hooking coverstock with a continuous backend, so M80™ was developed. This revolutionary reactive formula gives the reaction of particle without particle. Our new M80 coverstock will hook in heavy oil and create more midlane with a smooth controllable break point. Then, our R & D team went to work to design the new mallet core to release the power of M80.

This Bully doesn't just start a fight...it finishes it!



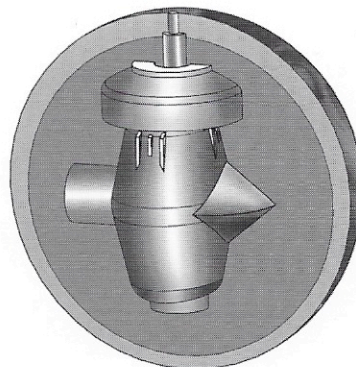
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"ABC approval pending. Visit the ABC website www.bowl.com for the latest approval status."



Columbia bowls the world over.®



FEATURES:

BENEFITS:

CORE TECHNOLOGY:	New mallet design with extension arms	Perfect match for M80™ coverstock to maximize hook.
	Top flip block	Creates differential Rg.
COVER STOCK:	M80™	New reactive formula that gives you the reaction of particle without particle. M80 coverstock starts up quicker than Super-Flex™, still providing a strong backend motion.
HARDNESS:	75-78	

ORDER INFORMATION:

AVAILABLE WEIGHTS: 12-16 lbs.

ITEM NUMBER: 1015-10

COLOR: Black & Blue with
Neon Yellow & Neon Red Engraving

FACTORY FINISH: Ultra Smooth

DYNAMIC PROPERTIES

Weight	Rg	Differential Rg
16lb.	2.526	0.048
15lb.	2.547	0.047
14lb.	2.570	0.046

HOOK RATING

	IN OIL	BACKEND	OVERALL
Bully™	27	26	53

For more information, visit your local pro shop.

TRACK FLARE: 4" to 5"