

OCTOBER 27

COLUMBIA 300 INFORMATION UPDATE



The ultra-violet QUAKE™ will shake your game to the core! Based on positive customer feedback, we are once again tailoring this brochure to provide you with the answers that you, or your customers, might have about the new QUAKE™. Our history of producing quality products has created the momentum and drive necessary to achieve the ultimate goals of: Product Excitement, Product Demand (trade & consumer), and Profit. We will continue to insure our fully focused arsenal of marketing tools presents a consistent image, from our state-of-the-art 4-color litho label single ball boxes, to the high quality advertising materials such as posters, easel-back counter cards and specification sheets. Columbia 300 is committed to producing the finest products and generating the awareness and demand necessary to sell them.

In the following brochure, you will find comprehensive information on:

- Our **Print Advertising Campaign Strategy** was launched by an interest provoking "Teaser Ad" in the October issue of Bowler's Journal. The informative trade/consumer ads will soon begin appearing in all three dominant bowling publications, Bowler's Journal, Bowling Digest and IBPSIA, for a period of five months.
- **Technical Data Information** to help you stay informed on the product construction and performance.
- **Accessory Information** which gives you all the specifics on the new Shirts and Towels developed to support this new product.
- **Updated Team Columbia 300 Members** list so that you can be familiar with the professional bowling team which represents our company.

This brochure is just one of the many ways Columbia 300 strives to keep you informed of all new products. We hope you will find this material helpful.

QUAKE™, SHAKE YOUR GAME TO THE CORE.

1995 QUAKE PRINT SCHEDULE



PRINT

PUBLICATION

ISSUE(S)

Bowler's Journal Teaser Ad

October

Bowler's Journal Ad

Nov, Dec, Jan, Feb, Mar

IBPSIA (Pro Shop Today) Ad

Nov/Dec, Jan/Feb, Mar/Apr

Bowling Digest Ad

Nov/Dec



COLUMBIA 300

Columbia bowls the world over.™

Columbia 300, Inc.

5005 West Avenue · San Antonio, Texas

210/344-9211 · 1-800-531-5920

TEAM COLUMBIA 300 MEMBERS

TOURING PBA PROS

- Eric Forkel •
- Marshall Holman •
- Dave Husted •
- Rick Steelsmith •
- Bob Spaulding •
- David Ozio •

SENIOR TOUR PROS

- Gary Dickinson •
- Anthony "Teata" Semiz •
- Don Johnson •

LADIES TOUR PRO

- Letitia "Tish" Johnson •

SHIRT STAFF

- Rich Abboud •
- Tommy DeLutz •
- Roger Bowker •
- Kevin McGerr •
- Don Moser •
- Mark Mosaybi •
- Bill Oakes •
- Phil Ringener •
- Brian LeClair •
- Mark Scroggins •

TOUR CONSULTANT

- John Jowdy •

TECHNICAL TOUR REPRESENTATIVE

- Dave Smart •



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IBPSIA Member Introductory Offer for the



Due to the overwhelming response from our past IBPSIA offers, Columbia 300, Inc., is again inviting you to participate in the introduction of an exciting new product because we realize that you, the professional shop operators, are one of the most important links to the consumer.

One QUAKE™ ball will be available to you in either 14#, 15# or 16#. The \$95⁰⁰ price includes all shipping and handling charges. If you would like to take advantage of this offer, please fill out the bottom portion of this page and enclose a cashier's check or money order in the amount of \$95⁰⁰. For those members who wish to expedite their order, please have your VISA or MasterCard ready and phone us at: 1-800-531-5920. Personal checks cannot be accepted and will be returned to the sender. We regret that we are not able to honor special requests for topweight, pin placement or 1/2 weights on this offer. We will begin shipping these balls on October 1, 1995.



Offer Expires October 27, 1995



Please fill out the following information and mail to: Columbia 300, Inc.
P.O. Box 13430
San Antonio, Texas 78213
Attn: IBPSIA Offer

(one) 14# or 15# or 16# (circle one) QUAKE™ at \$95⁰⁰ (includes shipping/handling).

Your Name: _____ Shop Name: _____

Address: _____

City/State/Zip: _____

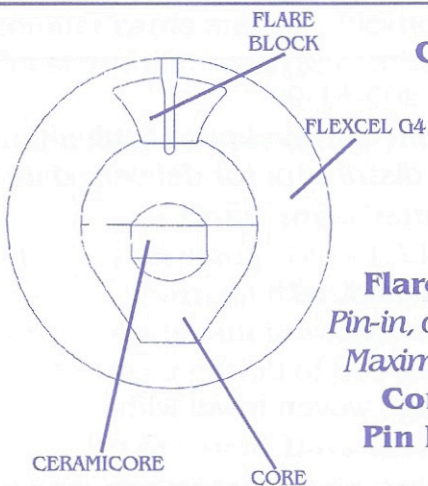
Credit Card: MasterCard VISA _____
(Check One) (Card Number) (Expiration Date)

SPECIFICATIONS



TECHNICAL DATA

CHARACTERISTICS: The ultra violet Quake™ will shake your game to the core. The UNDRILLABLE CERAMICORE™ is the densest pure ceramic component ever used in bowling manufacturing. This proprietary core construction, combined with new FLEXCEL G4™ coverstock, yields a higher C.O.R. (Coefficient of Restitution). To the bowler, this high C.O.R. translates into a livelier pocket hit, creating more messengers and fewer single pin leaves.



Coverstock:
Core:

100% FLEXCEL G4™ Urethane by BASF
This peak differential Rg pear-shaped assembly houses an increased density, UNDRILLABLE CERAMICORE™. A performance enhancing flare block caps off the core.

Flare Potential:
Pin-in, over the label
Maximum leverage

<u>Stroker</u>	<u>Cranker</u>
1" - 23/4"	23/4" - 31/2"
3" - 43/4"	41/2" - 71/4"

Construction:
Pin Placement:

Modified 2-piece
Ranges between 0" and 5" from center of gravity (CG) produced by core offsets of 0" to .200"

Hardness:
Available Color:
Available Weights:

75-78
Ultra Violet / Neon Red Engraving
14, 15 & 16



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ACCESSORIES



SHIRTS & TOWELS

Our philosophy is that every product that leaves our warehouse represents Columbia 300. Therefore, we expect the same quality and consistency from our accessories as we demand in our bowling balls. Quality, durability and classic looks, that's what you will find in our latest accessory line.

Item Numbers:	Shirt ... 115-02 Towel ... 203-51-99
Availability:	The items will be shipped from our warehouse beginning on 11/01/95. <i>Contact your distributor for delivery date.</i>
Pricing:	Equivalent to the CUDA/C™
Shirt Description:	Black 100% combed cotton shirt, with embroidered logos in Neon Red.
Towel Description:	16 X 26, 100% cotton, Orange woven towel with logo in Ultra Violet.



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