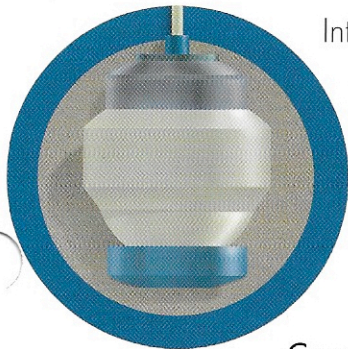


BOWLERS, START YOUR ENGINES.



Introducing the new Reaction™ Rev™ by Columbia 300®, designed to REV up at the green flag and make a strong hairpin turn at the finish line. The multi-colored coverstock includes our proven TEC2™ particle technology which will give you the REACTION you need to leave your competition in the dust. If you think this ball looks great – wait 'til you see it on the track!

Coverstock: TEC2™ • Radius of Gyration: 2.484
Differential: .053 • Flare Potential: 6" • Finish: Polished • Hook Potential: 26

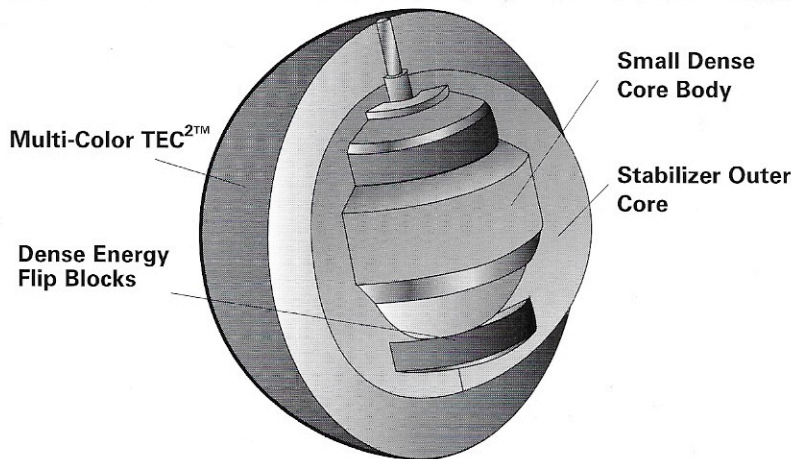


Columbia bowls the world over.®

www.columbia300.com



TECHNICAL INFORMATION



FEATURES :

- CORE TECHNOLOGY:** Dense core body.
Dense energy flip blocks.
- COVERSTOCK:** Solid multi-color TEC²™ coverstock.
- HARDNESS:** 75-78

BENEFITS :

- Concentrates the weight near the center of the core for more roll in oil.
- Adds flare potential to the ball for more hook on the backend of the lane.
- Versatility. Polished "out of the box" finish provides optimal reaction on medium lane conditions. Can be sanded for more hook in oil.
- ABCWIBC approved

TECHNICAL SPECIFICATIONS :

DYNAMIC PROPERTIES

Weight	Rg	Differential Rg
16 lb.	2.484	0.053
15 lb.	2.567	0.053
14 lb.	2.592	0.052

Track Flare:
6"

TECHNICAL BALL INFORMATION

	Hook Rating (Boards of hook)	TEC Rating*	
		(End of Oil)	(End of Lane)
Reaction Rev	26	10	39
Reaction Arc	31	15	43
Reaction Rip	24	8	37

All balls were tested with the finish that comes from the factory.
*TEC™ rating is the percent decrease in kinetic energy. The TEC rating is an indication of the energy transferred from kinetic (forward velocity) to rotational (hook). The higher the TEC rating, the more hook up to that area of the lane.

ORDER INFORMATION :

- COLOR:**
Blue/Black/Orange with Gold and Silver Sparkle Engraving
- FACTORY FINISH:**
Polished
- AVAILABLE WEIGHTS:**
12 - 16 lbs.
- ITEM NUMBERS:**
W53-10



Columbia bowls the world over.®

For more information, visit your local pro shop.
www.columbia300.com