

# REV IT UP!

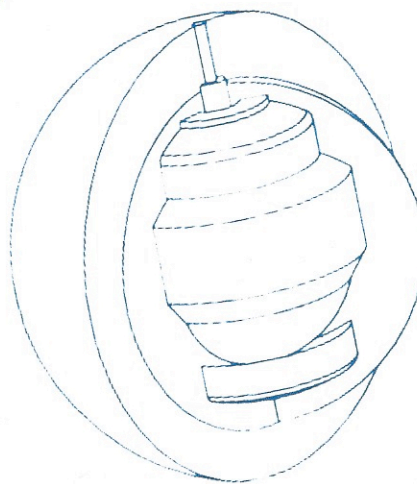
MARCH 11, 2002

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 TEC<sup>2</sup>™ 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!

# REV

## THE REACTION REV WILL RECEIVE THE FOLLOWING MARKETING SUPPORT:

- PBA and PWBA Team Columbia INCENTIVES for television appearances
- Full page, color AD CAMPAIGNS in Bowler's Journal, Bowling Digest, Bowling This Month, Pro Shop Today, Go Ten Pin & Bowling Korea
- Support Materials (Letter, Price/Shipping, Flyer/ Tech Sheet)
- Worldwide exposure on the INTERNET to reach more bowlers than ever before possible through our all new, totally redesigned web site ([www.columbia300.com](http://www.columbia300.com))



The following pages will give you all of the information, details & timing on the REACTION REV. As always, thank you for your continued support.

Best regards,

*Roger W. Vessell*  
Roger W. Vessell  
Vice President, Sales & Marketing

# TEC<sup>2</sup>™

**COLUMBIA**  
300