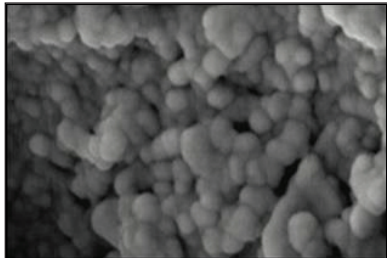


INTRODUCING: FULL TILT TECHNOLOGY BY



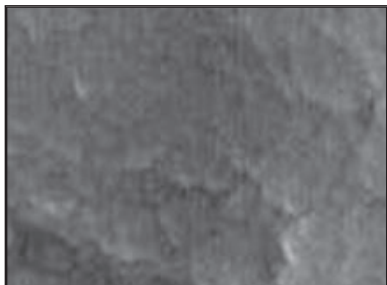
Columbia bowls the world over.[®]
www.columbia300.com

This New Full Tilt technology will be featured in our Upper Mid and High performance balls over the next few seasons. They are all brand new coverstocks that have been designed specifically for the Columbia 300 brand by the chemists at EBI. All of the coverstocks will fit into different performance categories but the system will make it very easy for consumer to know how much hook (more or less) they will receive with each subsequent release. For example; the two new balls are the Full Tilt 4 and 5.0. The 5.0 being the bigger number will mean more surface texture and hook in the oil of the lane.



Full Tilt 5.0

The secret is the agglomeration of the polymer material into larger nodules creating a high relief profile for the lane oil to channel into. This allows for better contact with the lane and the surface of the ball to increase friction. The benefit is just the right amount of movement in Medium to heavy oil. This shell gets the 5.0 label on a scale of 10 because it fits in the "sweet spot" in terms of friction. What most bowlers are looking for today is a lot more hook however; there needs to be a balance between how far the ball skids and how much it hooks. The 5.0 nodules were manufactured to produce exactly what is needed for today's conditions.



Full Tilt 4.0

In comparison to the 5.0 you'll see the 4.0 has more of a flat look which will promote skid. As you can see the 4.0 has a smaller nodule configuration which allows for greater polymer contact later on the lane generating stronger backend motion. This shell will be the featured shell with the first release in our new Bedlam series. You'll see a nice free skid to the backend where a bowler can use a stronger drill or the strength of the lane to bring the ball back down lane for medium to dry condition.