



Get down and get dirty—  
sling a MUDDBALL™.

There are 22 million of them out there. And they've got extra time and money. They're kids looking for new fun, new trends and new friends. Now they're watching you.

Bowling is hot. Its debut in the Olympics is lighting a fire of excitement in a whole new generation looking for heroes, not just hobbies. You can lead them into a lifetime

sport as a lifetime customer by starting now. And odds are, Brunswick has the answer.

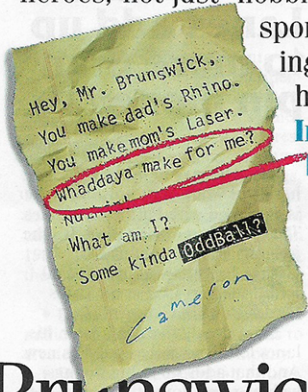
### Introducing OddBalls™

by Brunswick®. OddBalls are just that. Odd. A cast of four crazy colorful characters that capture kids' minds while you capture new customers.

To build tomorrow's bowling business today.



He's big, he's bad,  
he's ugly, he's KONG™.



# Brunswick® Thinks Kids Should Have A Ball Bowling.

The balls aren't all that's odd. Brunswick is backing these profitable oddities with a complete line of OddBalls bags, shoes and merchandising gear to outfit kids head to toe. Plus full page consumer advertising where kids can't miss it.



Knock it out of socket  
with the EYEBALL™.

**Start bowling for the next generation.** Call your Brunswick rep for facts about the complete OddBalls line. Or call 1-800-323-1812 (in Michigan 1-800-626-5963).

Get odd with kids. And at odds with the competition. Get OddBalls.



Pound the ground with the  
incredible bowlasaurus REX™.

## Brunswick®

Making Bowling Better