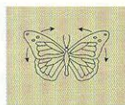


# A LESSON IN CHAOS

## BRIEFING :

In science, the Chaos Theory states that a seemingly insignificant occurrence can drastically change the outcome of things.

(refer to figure 12)



*A butterfly flaps its wings triggering a chain of events that result in a tornado halfway around the world.*



fig. 12

## THE CHAOS THEORY (REVISED)

In bowling, The Chaos Theory is simple:

Our new ball with Texture Energy Control™ Coverstock will drastically improve your game. Period.



fig. 17



*A bowler throws Chaos ball triggering a series of strikes that result in victory and triumphant glory.*



Chaos™ features a remarkable new coverstock called TEC™, Texture Energy Control. TEC is a combination of our proven Super-Flex reactive cover with our new particle TEChnology to provide extra bite through the heavy oil of today's lane conditions. Chaos is designed to increase the friction in the oil resulting in a strong arcing reaction with continued hook on the backend. More control, more energy and more reaction. The new Chaos with TEC. It's a lean, mean, destructive machine. Enjoy.



COLUMBIA 300

Columbia bowls the world over.™

[www.columbia300.com](http://www.columbia300.com)