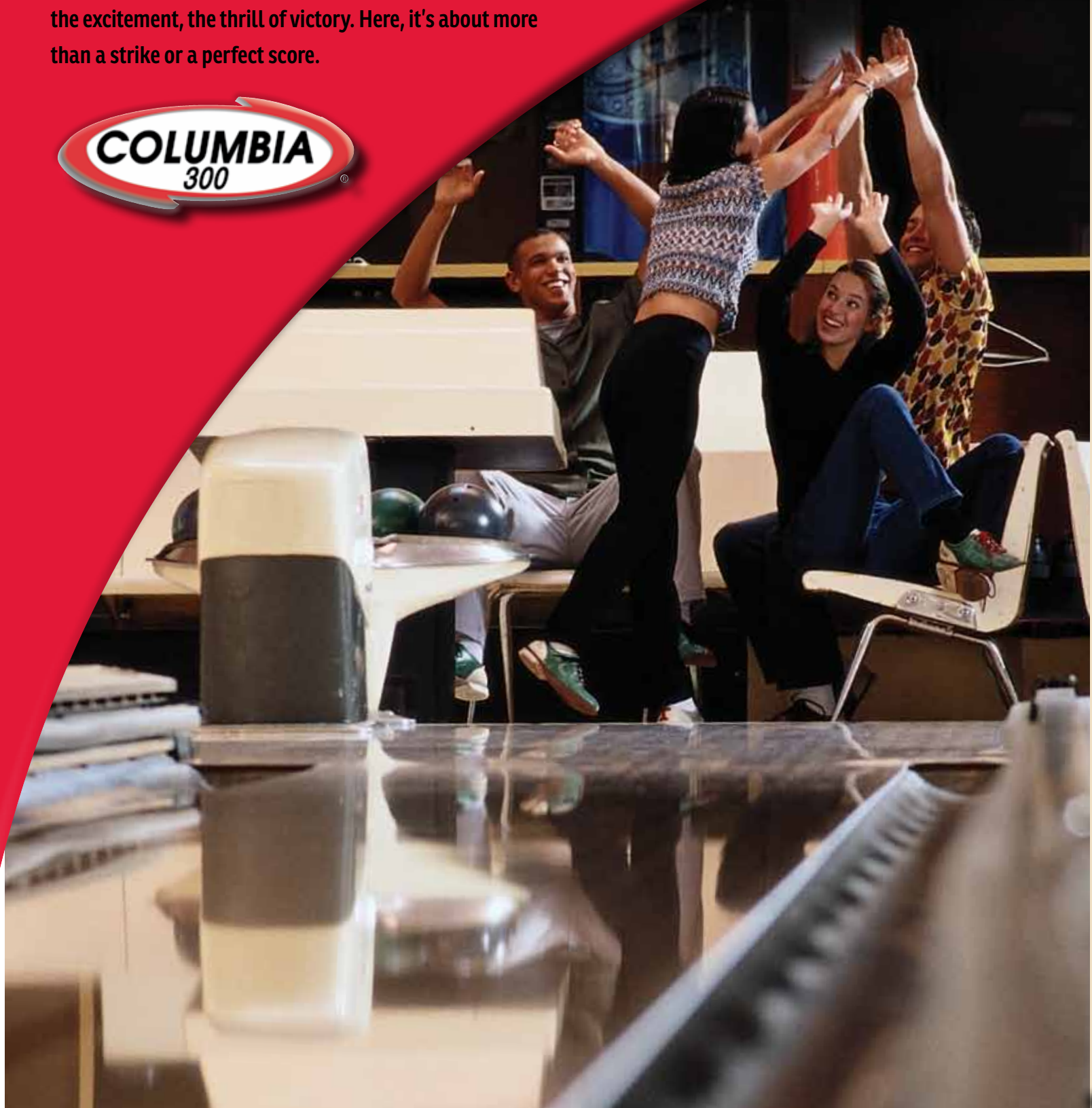


It's about the spirit of the game.

Columbia 300 is about traditions — those of family, friends and winning. It's about watching your child's eyes light up when he knocks down a pin. It's about sharing a league championship with guys who "get you," without question. Columbia 300 is what bowling is all about — the fun, the excitement, the thrill of victory. Here, it's about more than a strike or a perfect score.



High PERFORMANCE

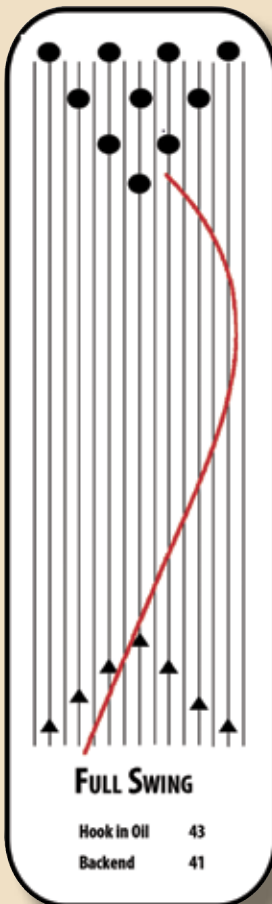
Full Swing

Style #029744-1215

The Full Swing is Columbia 300's latest and greatest. This bowling ball is the first of its kind from Columbia 300 to feature a strong mass bias core in the High Performance Category. The Full Swing asymmetric core, combined with the Full Tilt 5.0 shell will give bowlers an advantage on today's lane conditions.



888.88



FULL TILT 5.0

COLOR	SOLID BLACK
REACTION	MID-LANE, STRONG BACKEND
VENEER	FULL TILT 5.0
SURFACE	4000 ABRALON®
CORE	FULL SWING
CORE TYPE	MASS BIAS
LANE CONDITION	MEDIUM-TO-HEAVY
WEIGHTS	12-16
RG VALUE 16#	2.51
DIFF. #16/	.049
RG VALUE 15#	2.50
DIFF. #15/	.056
RG VALUE 14#	2.49
DIFF. #14/	.057
INT. DIFF.	0.016

High PERFORMANCE



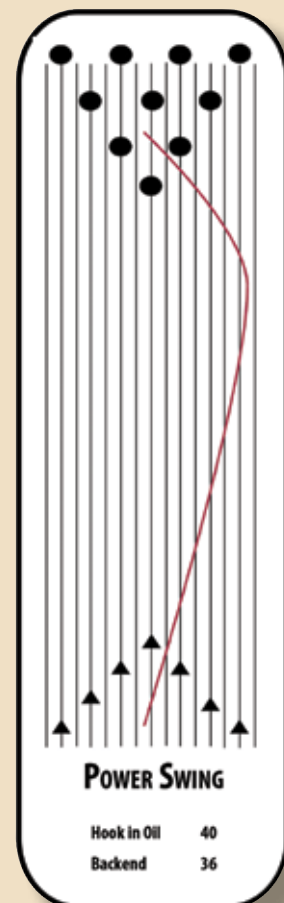
Power Swing

Style #029744-1213

The Power Swing is a high performance beauty. It features a strike hungry flaring Tri Rib asymmetric core that provides a higher RG (2.51) and a greater differential (.051) than any ball before it. Wrapped around this aggressive core is the proven Ne2 Maxx coverstock, making the Power Swing the ultimate ball for any bowler in search of more overall hook and backend.

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COLOR	BLACK/RED/SILVER
REACTION	HARD TURN
VENEER	NE2 MAXX
SURFACE	4000 ABRALON®
CORE	TRI RIB
CORE TYPE	ASYMMETRIC
LANE CONDITION	MEDIUM-TO-HEAVY
WEIGHTS	12-16
RG VALUE 16#2.51	DIFF. #16/.049
RG VALUE 15#2.51	DIFF. #15/.051
RG VALUE 14#2.52	DIFF. #14/0.53



Value PERFORMANCE

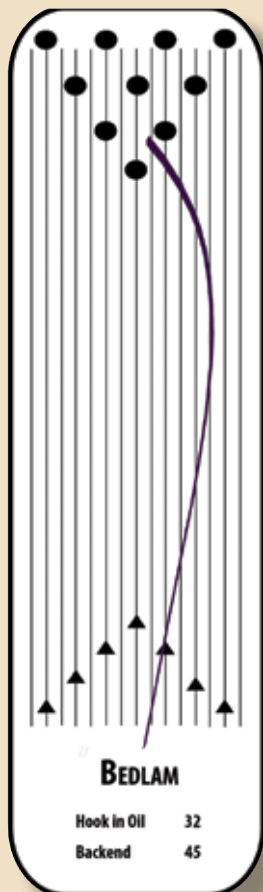
Bedlam

Style #029744-1238

Columbia 300 is creating a little chaos with its new ball, the "Bedlam." This is the ball consumers have been asking for; the one that gets back from anywhere. It's back, and better than ever. This is the biggest back-ending ball in Columbia 300 history. It features a new asymmetric (.018) core as well as a new shell called Full Tilt 4.0. The combination is a "tweeners" dream — the ability to hook it with the big boys!



888.88



FULL TILT
4.0



COLOR	PURPLE/BLUE PEARL
REACTION	SKID/FLIP
VENEER	FULL TILT 4.0
SURFACE	POLISHED 4000 ABRALON®
CORE	BEDLAM
CORE TYPE	MASS BIAS
LANE CONDITION	MEDIUM
WEIGHTS	12-16
RG VALUE 16#	2.51
DIFF. #16/	.043
RG VALUE 15#	2.50
DIFF. #15/	.051
RG VALUE 14#	2.49
DIFF. #14/	.039
INT. DIFF.	0.018



Mid-Level PERFORMANCE

Cool NoiZe

Style #029744-1236

The Cool NoiZe is positioned between The NoiZe and the Loud NoiZe in terms of total hook. This ball will give any bowler an eye-popping reaction on medium lane conditions.

This ball, which features the Ti Boss II core design, is surrounded by a 300 Reactive shell and is as cool as any on the market.

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COLOR	BLUE/RED/SILVER
REACTION	STRONG MID-LANE
VENEER	300 REACTIVE
SURFACE	2000 ABRALON®
CORE	TI BOSS II
CORE TYPE	SYMMETRIC
LANE CONDITION	MEDIUM
WEIGHTS	12-16
RG VALUE 16#2.55	DIFF. #16/.035
RG VALUE 15#2.56	DIFF. #15/.040
RG VALUE 14#2.56	DIFF. #14/.042

Loud NoiZe

Style #029744-1219

The Loud NoiZe is designed for the bowler looking for a good value and a great looking ball. The Loud NoiZe provides great length and solid turn on the backend of the lane.

NoiZe

Style #029744-1185

The NoiZe is the fusion of the past and the future. It is a new era of bowling. The proven Ti Boss core and the New Era shell combine for a high RG core design and bold shell.

COLOR	VIOLET/RED/GRAY
REACTION	SKID/FLIP
VENEER	PEARL NEW ERA REACTIVE
SURFACE	POLISHED 4000 ABRALON®
CORE	TI BOSS II
CORE TYPE	SYMMETRIC
LANE CONDITION	MEDIUM
WEIGHTS	12-16
RG VALUE 16#2.55	DIFF. 16#/.035
RG VALUE 15#2.56	DIFF. 15#/.040
RG VALUE 14#2.56	DIFF. 14#/.042

COLOR	RED/ORANGE/BLACK
REACTION	AGGRESSIVE FLIP
VENEER	NEW ERA
SURFACE	1000 ABRALON®
CORE	TI BOSS II
CORE TYPE	SYMMETRIC
LANE CONDITION	MEDIUM-TO-HEAVY
WEIGHTS	12-16
RG VALUE 16#2.55	DIFF. 16# 0.035
RG VALUE 15#2.56	DIFF. 15# 0.040
RG VALUE 14#2.56	DIFF. 14# 0.042

Entry Level 2 PIECE

Freeze

Columbia 300 has frozen time with its new Line. The Freeze resurrects "an oldie, but a goodie," with a modified version of the Messenger core - which could arguably be the most successful core in Columbia 300 history - wrapped in the Ne2 shell, as featured on last year's Momentum. A two piece core paired with a high performance cover; the consumers asked for it and we served it up - Frozen.

888.88

COLOR	3 COLORS AVAILABLE
REACTION	SKID/FLIP
VENEER	NE2
SURFACE	4000 POLISHED
CORE	MODIFIED MESSENGER
CORE TYPE	SYMMETRIC
LANE CONDITION	MEDIUM-TO-DRY
WEIGHTS	10-16
RG VALUE #16/2.56	DIFF. #16/.045
RG VALUE #15/2.56	DIFF. #15/.047
RG VALUE #14/2.56	DIFF. #14/.049



RED/BLUE
Style #029744-1242



BLACK/SILVER
Style #029744-1240



SCARLET/BLACK
Style #029744-1244

