

## INTRODUCING A SLIGHTLY MORE AGGRESSIVE BOWLING BALL.

It's here. The Purple Haze Tremor.™ The first ball to bring together the proven technology of Columbia 300's exclusive Ceramicore® with a revolutionary new Hyper-Therm Urethane System. The Ceramicore® delivers a 4-6% increase over the Beast® in C.O.R. (coefficient of restitution), which translates into a livelier pocket hit, while the new Hyper-Therm Urethane System provides maximum lane clenching hook. And the distinctive one-of-a-kind coverstock pattern is just that. One-of-a-kind. The mid-priced, high performance Tremor.™ Send one down your opponent's spine today.

COLUMBIA 300

Columbia bowls the world over.8