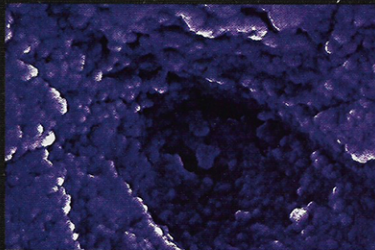


SCIENTIFICALLY SPEAKING.

We've long relied on oil absorption to enhance the backend performance of a ball. The Traxion Reactive 0.30 coverstock continues the story.

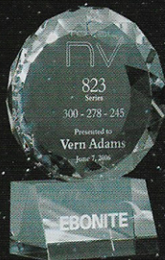
Our new formula creation process allows us to chemically change the surface of a ball. The result? Microscopic texture that grips the lane tighter, elevating backend ball performance to an entirely new level. Best of all, this reactive surface won't break down with repetitive sanding or polishing. See for yourself:



TOTAL NV coverstock magnified 20,000 x

Of course, oil absorption will always play an important role. You'll notice our ball specs now include an oil absorption rate and a new coverstock texture rating.

WIN YOUR OWN TOTAL NV 800 SERIES AWARD.



Why should pros get all the glory? Score an 800 in three consecutive USBC-approved league or tournament games, and we'll see that you're properly rewarded.

We'll need a photo of you with your trusty TOTAL NV and the following documentation:

- USBC-approved proof of score
- Proof of purchase for your TOTAL NV

Visit www.ebonite.com for more details. Only one trophy per bowler. Offer open through July 31, 2007. (Better start warming up.)