



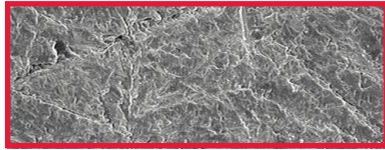
PURE SWING: REVOLUTIONARY NEW FINISH BY



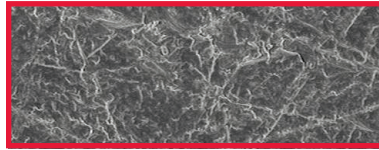
Columbia bowls the world over.[®]
www.columbia300.com

The Pure Swing was designed to provide all bowlers more hook after the ball skids naturally. By design, polished balls tend to go very long before changing directions, but on most conditions you have to take the shine off to get them to hook - they look great on the shelf, but need to be modified to fit a desired reaction.

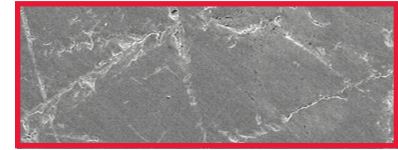
With the Pure Swing, we have built the hook right into the finish. The ball is finished at 800 Abralon® and then 1000 Abralon®, followed immediately with our Powerhouse Factory Finish Ball Polish. We didn't go up the ladder in making the ball smoother by continuing with 2000 and 4000 Abralon®, because it would make the ball roll straighter. We simply stopped at 1000 and then polished the ball. This is not your ordinary polished ball, the PURE SWING is the best of both worlds - it hooks AND looks great on the shelf!



Step #1:
800 Abralon®



Step #2:
1000 Abralon®



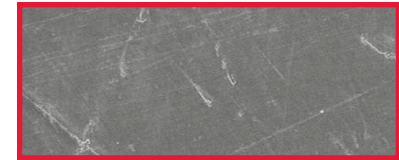
Step #3:
Powerhouse Factory Finish Polish



Pure Swing:
1000 Abralon® w/Factory Finish

Comparison

To the right we have a standard polished 4000 Abralon® ball. The edges are flatter than the 1000 Abralon® polished ball to its left. This is directly why you will see more hook in oil and a harder turn from the Pure Swing than other polished balls on the market today!



Standard finish:
4000 Abralon® ball w/Factory Finish