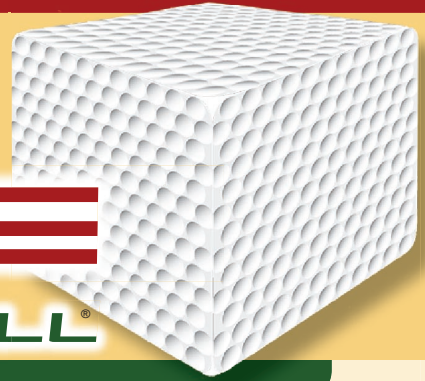


THE

SQUARE

GOLF BALL



October 10, 2014

### Square Golf Ball Weight Change

The Square Golf Ball is currently produced having a total weight of 46 grams, which is the same as a regular golf ball. The intension of course was to replicate a golf ball in as many areas as possible, except for the cube shape. Through much effort, this 46 gram weight was accomplished. However, The Square Golf Ball is perceived to weigh less than a golf ball, because the weight involved with The Square Golf Ball is 100% on the exterior. A regular golf ball has a solid center core – giving it centralized mass, and thus a perception that the regular golf ball weighs more. Because virtually everyone is comparing these two items in hand, using their own judgment, every time that comparison is made, The Square Golf Ball is deemed lighter. Very few, if any purchasers will put these two items on a scale to determine weight. So our attempt to exactly duplicate a regular golf ball sort of backfired. This is a situation where being right isn't exactly seen as being right. So, The Square Golf Ball will soon be manufactured with a slightly different process, where one of the differences will be weight. Soon The Square Golf Ball will actually feel more like the weight of a regular golf ball, but in reality The Square Golf Ball will weigh slightly more. We hope this change better puts The Square Golf Ball and a regular golf ball on the same scale as perceived by the person holding one of each and comparing by feel.

