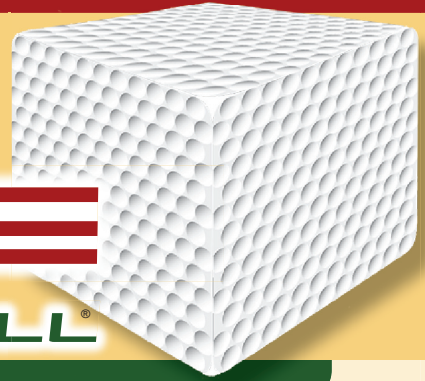


THE

SQUARE

GOLF BALL



March 21, 2014

### How Many Golfers Are There?

The Square Golf Ball® is not just for golfers, but logic suggests that golfers are more likely to purchase and/or receive this interesting item. The latest statistics indicate that there are approximately 26.5 million active golfers in the USA alone. An active golfer is categorized as a person who has played at least one round of golf in the past 12 months. There are an additional 12 million individuals who are classified as occasional golfers – people who play golf, but not on any regular basis. The USA has the majority of golfers on the planet, but South Africa, Japan and the UK also have a lot of people enjoying this sport. Fact is, many countries around the globe have some degree of golfers – and generally the sport enjoys relatively universal rules. The Square Golf Ball® seems a perfect fit for any of these golfers, regardless of where they live or the language they speak. A traditional golf ball is universal in acceptance and identity. The Square Golf Ball® can make the same claim.

