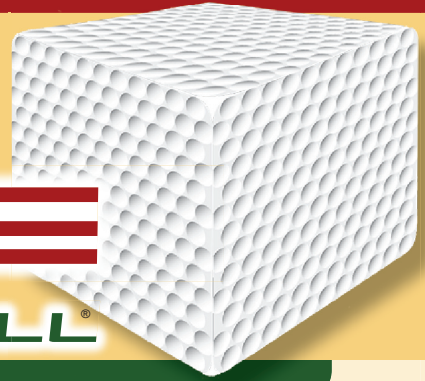


THE

SQUARE

GOLF BALL®



March 28, 2014

### Retailer Options

The Square Golf Ball® is available both from this web site direct to the public, and through retailers who wish to carry this new exciting product in their stores. The Square Golf Ball® does present a minor challenge for retailers however. Where does this item belong? Because we strive to distance The Square Golf Ball® from regular golf balls – and need to take every precaution that someone does not purchase believing The Square Golf Ball® is for actual use in golf, the sporting goods area of a store is probably not appropriate. Cosmetics, clothing, household (pots/pans, weed killer, etc) and food are defined sections that would be inappropriate as well. This leaves only a few options for retail placement. Cards and small gifts, end caps to seasonal displays, a stand-alone kiosk type display near the front of the store, or intermixed with the assortment of odds and ends at the checkout area. The package size for The Square Golf Ball® is relatively small – 7 ½ x 5 inches – meaning an individual package does not have the visual attraction that a larger item in a colorful box might attract. Special customized in-store displays may be the answer, so that The Square Golf Ball® does not get lost in the expanse. Time, plus trial and error will determine the best location within a store for The Square Golf Ball® to be displayed. Store managers appreciate input from their customers – so when you see a display for The Square Golf Ball®, and you believe there is a more appropriate place within the store, ask to see the manager and share your thoughts. They'll appreciate the feedback and interest.

