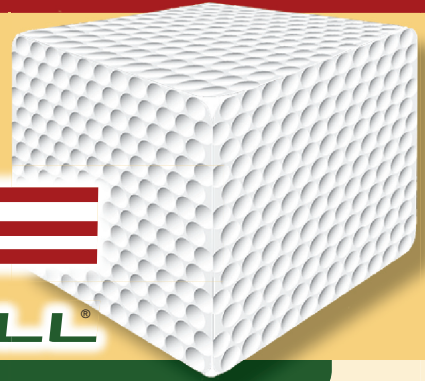


THE

SQUARE

GOLF BALL®



March 6, 2015

More Weight

The Square Golf Ball® underwent minor production changes in December 2014. One of the minor changes was to increase its' overall weight. Originally The Square Golf Ball® weighed in at 46 grams, which is the same weight as a traditional golf ball (traditional golf balls weigh between 42 and 48 grams, depending on manufacturer and inner core. The vast majority weigh 46 grams, so that is what we decided to do as well). Even though our scale weight came in at 46 grams, just like the traditional golf ball, the perceived weight (when in your hands) was that The Square Golf Ball® weighed less than a traditional golf ball. Mathematically the two were the same, but due to the solid core of a traditional golf ball and the relatively hollow Square Golf Ball®, the weight simply felt wrong. The common request or comment was to increase The Square Golf Balls'® weight. So we did. Now The Square Golf Ball® weighs in closer to 60 grams, with the core 98% solid. This has changed the perceived weight, and made The Square Golf Ball® feel, in your hand, equal to a traditional golf ball. And after all, this is the objective. So even though the scales don't agree, the in-you-hand comparison agrees, and that is the most important evaluation by far. You be the judge. Once you have an opportunity to compare The Square Golf Ball® to a traditional golf ball, we'd like to hear your results.

