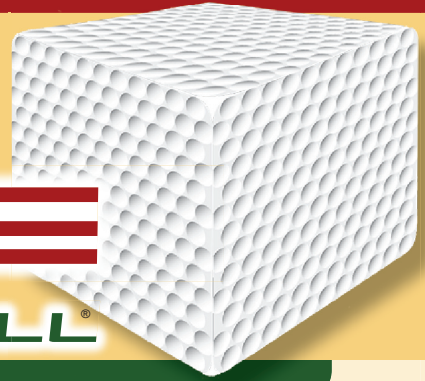


THE

SQUARE

GOLF BALL®



May 23, 2014

Why Is The Square Golf Ball® White?

The Square Golf Ball® is designed to have very close association with a traditional golf ball. While we can make The Square Golf Ball® any color we'd like, our research shows that any color besides white compromises the novelty and quick association. Special orders can be produced, however we would try to discourage that action, knowing a fair amount of "value" will be lost with any color besides white as a base color. Plus with white, The Square Golf Ball® can have virtually any other color used for the imprint. Serious golfers also shun a golf ball that is not white. Other colors suggest range balls, Putt-Putt or other golf games. While we're certainly not serious – we do want to maintain the close association with the real golf ball and those golfers. So until demand warrants, expect to find The Square Golf Ball® in white only.

