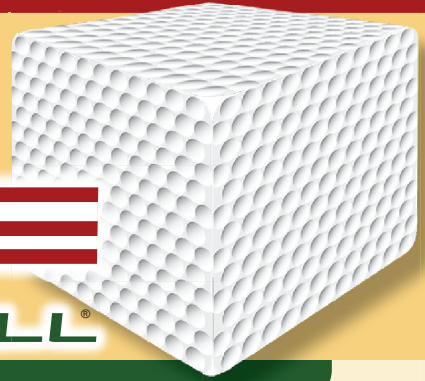


THE

SQUARE

GOLF BALL



July 4, 2014

Square Golf Ball Imprint Colors

The Square Golf Ball has a white base or outer skin, like most traditional golf balls. The white base allows for a variety of imprint colors. Currently we offer four unique colors for imprint on The Square Golf Ball - black, red, green and blue. These primary colors afford the best contrast to the white base. Each color is of a deeper tone or nature, as compared to a soft lime green, or French blue. Weak colors including yellow, pink and/or very light shades of a primary color simply do not show well on The Square Golf Ball. And of the colors offered, the black imprint seems the most popular. Most people, given the chance, will have a favorite color, and with the four primary imprint colors offered on The Square Golf Ball we're pretty sure most people will be able to purchase the color desired, or at least a close second. We are also constantly evaluating purchase trends, plus listening to our retailers. The Square Golf Ball imprint can be of other colors that the four selected - and if feedback to retailers suggests a demand for a particular color - bright orange for example, we can take steps to produce that color during the imprint process. Currently we have no plans to offer The Square Golf Ball with more than one imprint color, except for corporate orders. Two or more colors on one unit increases the cost of manufacture, plus adds another pass through the printer, which means more time is spent on each unit. But we do listen - so if we find that a two or three color imprint is being requested, we'll certainly evaluate that option.

