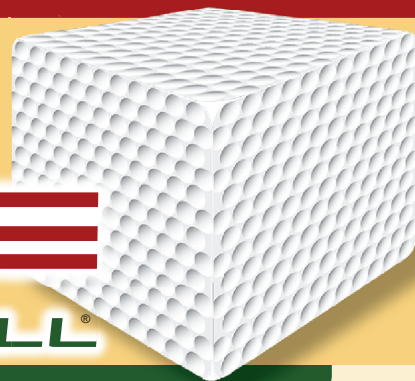


# SQUARE

## GOLF BALL



August 15, 2014

### Adding A Tee To The Square Golf Ball, Part II

The Square Golf Ball can be altered to include a regular golf tee – to enhance the appeal and visual value. This was discussed last week in our blog, with instructions on our web site. Now here's a little trivia for you. The addition of a tee to The Square Golf Ball has been a point of internal discussions for quite some time. Despite some really neat marketing ideas, plus given the fact that our packaging easily allows for a standard 2" wooden tee to be included (this was by accident by the way) we have always returned to the determination that providing a tee with The Square Golf Ball only invites someone to hit The Square Golf Ball. Despite repeated warnings to not strike The Square Golf Ball, our fear is that a tee included with The Square Golf Ball just encourages this action. We know it's not our responsibility to do anything more than alert buyers that this is a novelty item and not intended to be hit, but the mere implied suggestion of placing The Square Golf Ball on a tee because a tee was included with the package – just seems counterproductive. So as cool as the entire marketing and packaging prospects are or were, we continue to take the position that The Square Golf Ball is sold without the temptation of a tee.

