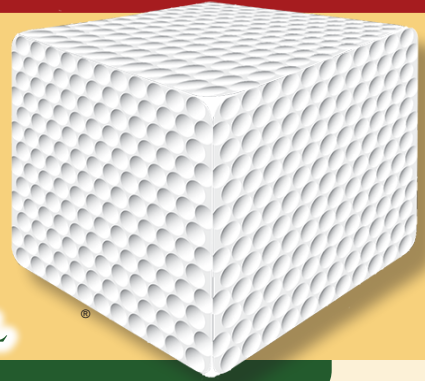


THE

Square GOLF BALL



August 21, 2015

Pro Shop Addition

The Square Golf Ball® has been ordered by many golf course pro shops as a combo unit (Fun Pac), and sometimes individually for retail sales. But the largest and most common pro shop order is for tournaments. The Square Golf Ball® provides a lasting impression, and has the ability to do justice to sponsors involved. One face can be sponsor related, one face golf course related and a third face with particulars about that event – date, times, benefiting who, etc. And as we've mentioned many times in previous blogs, The Square Golf Ball® is an item that simply does not get tossed away or placed in a desk drawer. Golf courses and tournament directors are always on the look for something new to put into the player gift bags. Seriously, how many visors does one person need? We don't know of any golfer who is always out of tees. A three pack of golf balls is welcomed because they serve a purpose, but they don't have any lasting impact and may end up in the weed patch. T-shirts – enough already. But The Square Golf Ball® offers that new and fresh item, unique to an event and so unique that it enjoys a nice place on an office desk, creating conversation long after the tournament is over. The golfer wins because they have a cool, unique conversation piece. The golf club and the event sponsor(s) win because their name is constantly out there and visible. In business you are always calculating the ROI, Return On Investment. Spending \$X for a give-away that goes in the trash or desk drawer has virtually no ROI. The company spends money, and gets no real exposure in return. No so with The Square Golf Ball®. This is an item that runs the ROI off the chart.

