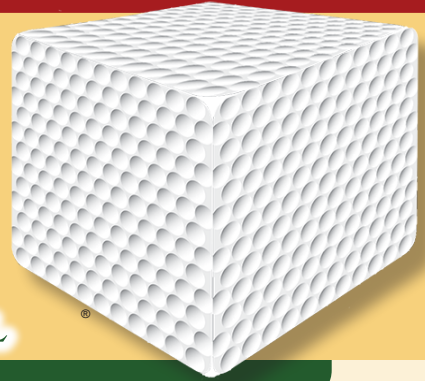


THE

Square

GOLF BALL



August 7, 2015

Do You Get It

The Square Golf Ball® is one of those mysterious little items that causes most people to pause and consider exactly what they are seeing. That fact is universal. But after 10-30 seconds that universal group splits – estimated at 65/35 arrived at through trade shows where we’re dealing with buyers, trade shows where we’re dealing with the public and promotional events where we are mainly involved with “Joe Public”. Our educated guess is that about two-thirds of those people who come across The Square Golf Ball® for the first time “get it”. The range of emotions runs the gamut – from the simple smile and head nod, to the forehead slap with a “this is the best thing I’ve ever seen!” Commonly overheard are remarks about how they can’t believe this hasn’t been done before, and how such a simple idea can be such a great idea. Now for the one-third who stare, scratch their head and set it back on the table – well – they just don’t “get it”. Maybe they are creatively challenged and don’t think outside the box. Who knows. We do know The Square Golf Ball® is not for everyone, and that’s ok. We’re in a very fortunate position – we aren’t trying to sell you a product. We are offering an opportunity, and the product sells itself to those people who “get it”. Since there are zero competitors, we don’t need to prove how our product is better than the next guy. We’re it – 100%. We’re got our radar up and running – if a copyright knockoff appears, we are well prepared to take swift and convincing action to punish anyone who violates the patent and trademark. We’re very defensive about maintaining our product line, and when you deal with us you’ll find we’re big soft teddy-bears – just good folks who had the good fortune to take the ball, or square ball”, and run with it.

