

THE

SQUARE

GOLF BALL



September 19, 2014

### A Big Win In Las Vegas

The Square Golf Ball is certainly causing a stir at the 2014 Las Vegas International Souvenir and Gift Show. We're in the middle of the show currently, with another full day of purchasers making their rounds and selecting their products. The response has been very favorable so far. Despite the uniqueness factor The Square Golf Ball offers, there are still some people who look in disbelief and just shake their heads – not really certain what they've seen or how it could be viable in their location. But by and large, the purchasing agents have embraced The Square Golf Ball and plan to include this new novelty product in their line of branded promotional gift items. Also interesting – unlike other trade exhibits, the Las Vegas show has produced a steady stream of buyers and attendees. Some shows have a few periods each day when the attendee ranks swell, then they seem to evaporate – go out like the tide. This is when vendors regroup, replenish cards and brochures and straighten up the booth a bit. Las Vegas has kept us on our toes, with little down time. No complaints from us – we'd much rather have a slightly messy booth with lots of people asking questions, than a neat tidy booth with no action. The Square Golf Ball has also received a fair amount of attention and inquiry from other vendors, wanting to add The Square Golf Ball to their line of novelty gifts. This in essence becomes a representative arrangement – and while we're not ready to have 100+ representatives each taking a piece of the pie, we are examining those situations that make good business sense to us, and where we do not create a conflict of interest, or start selling against our own representatives. Stay tuned to see how this shakes out.

