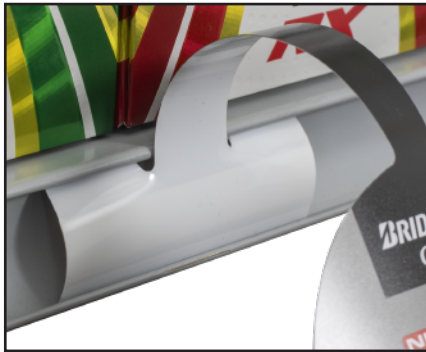


# Bridgestone Golf Uses Printed Do-It Wobbler To Promote Its High-Performance Golf Balls

In the highly competitive golf ball marketplace, getting your product noticed can often be a game changer. Bridgestone Golf understands the importance of making your product stand out and decided to use a printed Do-It Corporation Wobbler to draw attention in stores to several of its high-performance golf balls.

The digitally printed wobbler promotes Bridgestone's slipRes COVER Technology for several of its balls. The wobbler uses graphics to promote the "more distance", "more spin", and "more playability" aspects of its B-RX, B-RXS, B-330, and B-330S golf balls.

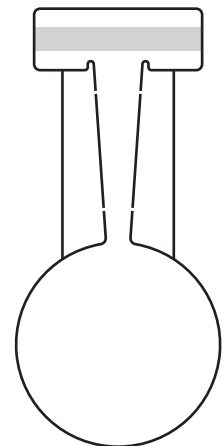
The wobbler is designed to easily slide into any standard retail price channel. It also has a strip of adhesive to allow retailers to place the wobbler anywhere in the store. Store personnel simply peel the adhesive and place the wobbler where needed. Once in place, the wobbler moves with any air flow — another way to draw attention to the product. When the promotion is over the wobbler peels off easily and cleanly.



The Do-It PFB Wobbler is designed to easily slip into standard price channels.



A strip of adhesive on the wobbler allows stores to place the wobbler in any store location.



2-PFB

When the promotion is over the wobbler peels off easily and cleanly.

Do-It Wobblers are an effective, attractive, and economical method of promoting your product in any store or store aisle — and Bridgestone Golf understands the value of getting your product noticed.