

PROJECT:

DEADLY AIM

Product Description	Deadly Aim
Weights Available	12-16#
Color	Red/Orange/Yellow

Deadly Aim Features:

Put today's TOUGHEST bowling ball in your hand with Hammer's new Deadly Aim! Deadly Aim features a new Flex-Resin poured Dead Center core system that positions a super-dense mass near the center of the ball, creating better energy flow throughout the ball. Then we reinforced the outer core with one of most durable products in the world, CarbonFiber, to create extreme energy recoil upon impact at the pins. With that increased reinforcement, Hammer's been able to set the industry standard on quality and durability by introducing a new 3year Manufacturer's Warranty on Deadly Aim. Power. Durable. TOUGH. Hammer.

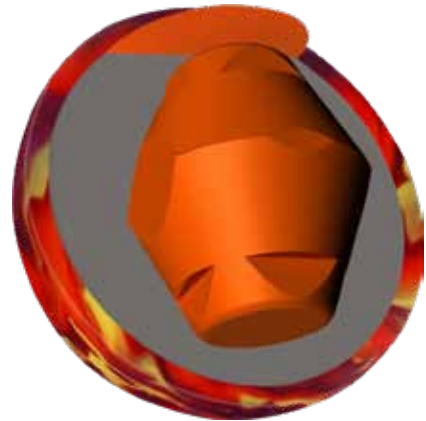
Deadly Aim Specs:

Weight	12#	13#	14#	15#	16#
RG	2.63	2.56	2.48	2.49	2.53
Differential	.030	.025	.049	.054	.051
Mass Bias	N/A	N/A	.010	.008	.008

Surface Finishing Process - 4 Stage Sanding Process
500 Abralon[®], 1000 Abralon[®], 2000 Abralon[®], 4000 Abralon with
Powerhouse Clean n' Sheen

Release Information:

Worldwide Information Date	January 21, 2014
Worldwide Release Date	February 11, 2014
Minimum Retail Price	\$164.95



Nothing Hits Like A Hammer.®