



JOY RIDE™ Design Intent

30 Years in Bowling:

Originally founded in 1985 by Bill Chrisman, *High Score Products*® brought an innovative bowling ball cleaner to the marketplace. Mr. Chrisman had noticed urethane bowling balls (a relatively new innovation in ball design) were porous and tended to soak the oil from the bowling lanes. Thus, he created U-Clean U-Score™ which worked particularly well with the newer urethane coverstocks.

High Score Products remained a one product company until 1991, when availability of capital and time coincided with the opportunity to manufacture bowling balls. In fact, the original Teal Storm was one of the earliest reactive bowling balls to hit the market. This dedication to innovation continues today and rings constant and steadfast throughout the company.

Joy to the World:

BREAKING NEWS! We, as bowlers, have figured out that we don't always need to use the most hooking ball in our bag. It's true. We know it's a lot of fun to hook the ball coast to coast, but if we can't consistently hit the pocket then our scores may suffer. And many of us, too, have games based not on speed and power but on accuracy and finesse.

If this rings true with you, then you might consider adding the new Joy Ride to your arsenal. Similar to the original Ride, the new Joy Ride is also designed for drier lanes. So what's the difference? The coverstock.

The Joy Ride features a lower friction, highly polished pearl **Reactor**™ material which limits traction between the ball and the lane, perfect for those looking to conquer even the most hooking conditions. And the new **Cruiser**™ core produces a modest amount of flare potential to help control your ball path as well. They work hand in hand to help ensure that the Joy Ride gives you the smoothest ride possible down the lane.

Isn't it about time that you went for a Joy Ride? It is sure to bring a smile to your face... we promise!

Storm – We are “The Bowler’s Company”™.



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