



Justin Timberlake & Callaway Golf Team Up for Charity at the Million Dollar Diablo Shootout in Las Vegas

Hole-in-One Attempts Initiate Callaway Golf Donation to Shriners Hospitals for Children

CARLSBAD, Calif.--(BUSINESS WIRE)--Oct. 9, 2009 -- What happens in Vegas on Monday, October 12th could prove to be the next shot heard round the world. Callaway Golf Company (NYSE:ELY) announced today that it is teaming up with Emmy and Grammy Award-winning artist Justin Timberlake in attempts to hit a hole-in-one for a \$1 million charitable donation. As part of "Callaway Golf's Justin Timberlake Million Dollar Diablo Shootout," Timberlake, a Callaway Golf staff professional since 2008, will take three swings for a hole-in-one and look to generate a Callaway Golf donation of up to \$1 million for Shriners Hospitals for Children.

Armed with Callaway Golf's soon-to-be-released Diablo Forged Irons and Tour i Series golf ball, Timberlake will make his attempts on a 180-yard Par-3 hole in Las Vegas. This special event follows Justin's first-ever hole-in-one, which found the bottom of the cup – also from 180 yards – this past July in Los Angeles. Signifying the impressive distance of Callaway's new Diablo Forged Irons, Justin will attempt to replicate this rare golfing feat with a 6-iron, rather than with the 5-iron he employed for his previous ace.

"Justin has been a terrific addition to the Callaway Golf Family and we're all pulling for him as he prepares for this exciting event that supports a terrific cause," said George Fellows, President and CEO, Callaway Golf. "His game has improved greatly over the last two years and the new equipment he's using is among the best we've ever introduced. I wouldn't be surprised if he were able to pull this off."

Callaway's Diablo Forged Irons feature a more accessible sweet spot for maximum distance and strategic weight distribution for greater accuracy. Diablo Forged Irons' sleek, tour-inspired styling and soft, responsive feel provide golfers with the confidence to be aggressive and play with an edge.

Prior to the October 12th hole-in-one attempts, Callaway Golf will custom-fit Justin with a new set of Diablo Forged Irons, as well as with their soon-to-be released Diablo Edge Driver. Justin will test the new clubs under the watchful eyes of Callaway's Sr. VP of Research & Development, Dr. Alan Hocknell and Director of Fitting & Instruction, Randy Peterson.

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Odyssey®, Top-Flite®, Ben Hogan® and uPro™ brands in more than 110 countries worldwide. The company is headquartered in Carlsbad, California. For more information please visit www.callawaygolf.com or Shop.CallawayGolf.com.

Source: Callaway Golf Company

Callaway Golf

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