



## Callaway Golf's 2012 Product Line Tops Golf Digest's "Hot List"

**Callaway Earns More 2012 Medals than Any Other Club Manufacturer in Comprehensive Review  
RAZR Fit Driver Named Editor's Choice; Odyssey's New Metal-X Line Dominates Putter Categories**

CARLSBAD, Calif., Jan. 3, 2012 /PRNewswire/ -- Callaway Golf Company's (NYSE: ELY) soon-to-be-released 2012 products received an outstanding vote of approval from *Golf Digest's* annual "Hot List" issue, arriving on newsstands this week. The Hot List is a comprehensive golf equipment evaluation conducted by Golf Digest Publications' 38-person team of equipment editors, scientists, low-, mid- and high-handicap player testers, as well as golf retailers. Over the course of several months, 286 separate entries were submitted and evaluated for the 2012 Hot List. In the end, only a fraction received Gold and Silver Medal distinctions, and Callaway Golf Company earned more of them than any golf equipment manufacturer.

Leading the charge was Callaway's new [RAZR Fit™ Driver](#) which earned a coveted Editor's Choice selection, was distinguished as the best in Performance among the 32 drivers that were considered, and earned top marks in Innovation and Look/Sound/Feel. "It was love at first smite," said *Golf Digest* Hot List judge John Strege, who added that the club was "Straight on two counts. Straight down the middle and straight into my bag."

Also in the bags of elite Tour Pros such as Phil Mickelson and Ernie Els, RAZR Fit made a resounding statement last month on a grand stage when Callaway Staff Professional [Alvaro Quiros](#) rode Callaway's adjustable driver to victory at the Dubai World Championship, averaging an incredible 312.7 yards per drive. The much-anticipated RAZR Fit Driver will be available at retail on February 17.

Callaway's RAZR X Black™ Driver, also new for 2012, earned a Silver Medal in the 2012 Hot List, as well as high praise from the editors and testers. Player comments include, "It just crushes the ball with a natural draw, and mis-hits are in a tight pattern" and "The nice, powerful sound lets you know you've hit it well."

Callaway's three new additions to the RAZR X® Family of Irons, RAZR XF™, RAZR X HL™ and RAZR X Black™, earned Gold Medals. Callaway's new RAZR X Black Irons earned a Gold Medal in the competitive Game-Improvement Irons category, prompting one low-handicap player to comment, "Every shot felt pure." RAZR XF captured Gold in the Super-Game Improvement Irons category and was awarded 5-stars for Innovation. *Golf Digest* labeled RAZR XF "a technological tour de force." Also in the Super-Game Improvement category, Callaway's new RAZR X HL Irons prompted *Golf Digest* to offer that "...you can hit it all over the face and still get a decent result." Callaway's original RAZR X Irons were a big hit once again, winning a Hot List Gold Medal for the second straight year.

In the Putter categories, Callaway's leading Odyssey® brand dominated the competition with the introduction of its new line of Metal-X™ putters. Both the Blade and Mallet submissions for Metal-X won Gold Medals for Odyssey. More impressively, they both were distinguished as the very best in Performance among the 92 models considered.

Metal-X's innovative face design combines a layer of dimpled aluminum with urethane to create an unmatched blend of great feel and pure roll. One low-handicap tester commented, "It has great pop to the ball and a smoothness of roll

unlike anything else. The balance is flawless." Odyssey's Metal-X line will be on display at The PGA Merchandise Show in January and available at retail on April 13.

Rounding out the Putter categories for Odyssey were Silver Medals in both the Blade and Mallet sets for the premium ProType® Tour Series. The #1 Putter in Golf's new 1025 carbon-steel offerings feature a milled face design and struck a chord with *Golf Digest's* testers. "'Gorgeous' is the first word that comes to mind," said one player. Another added, "It feels completely weightless, and the ball tracks perfectly like it knows where it's going."

Adding to Callaway's list were Gold Medals in the Fairway Woods and Hybrids categories. The new RAZR X Black Fairway Woods earned a Gold Medal and received a 5-star Performance rating. "It inspires confidence at address, and it sounds great when you catch it off the grass," said one panelist. RAZR X® and RAZR X Tour® Hybrids were also awarded with a Gold Medal and drew the following praise from *Golf Digest*: "It's Callaway's best hybrid ever."

Overall, Callaway and Odyssey won an industry-leading 16 *Golf Digest* Hot List Medals. The full list of distinguished products includes:

## **GOLD MEDAL WINNERS**

### Drivers

RAZR Fit \*Editor's Choice Recipient\*

### Fairway Woods

RAZR X Black

### Hybrids

RAZR X / RAZR X Tour

### Game Improvement Irons

RAZR X Black

RAZR X

### Super Game Improvement Irons

RAZR XF

RAZR X HL

### Blade Putters

Odyssey Metal-X

### Mallet Putters

Odyssey Metal-X

## **SILVER MEDAL WINNERS**

### Drivers

RAZR X Black

### Fairway Woods

RAZR Fit

### Hybrids

RAZR X HL

### Players Irons

RAZR X Tour

### Wedges

Callaway® Forged

### Blade Putters

ProType Tour Series

Mallet Putters

ProType Tour Series

High-resolution images of Callaway Golf products are available for download via the Media Center portion of Callaway Golf's website: [www.callawaygolf.com/presscenter](http://www.callawaygolf.com/presscenter).

**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 apparel, footwear and accessories, under the Callaway Golf®, Odyssey®, Top-Flite®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com) or [shop.callawaygolf.com](http://shop.callawaygolf.com).*

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