



## Callaway Golf's New X Hot Irons Bring the Heat

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### X Hot and X Hot Pro Irons Deliver Blistering Distance Optimized for Complete Performance

CARLSBAD, Calif., Dec. 17, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today announced its X Hot™ and X Hot™ Pro Irons. Long-renowned for its best-selling and accurate irons, Callaway's award-winning Research and Development department set out to deliver measurable distance gains with these two new, aggressive irons. Available to golfers on January 25, 2013, the X Hot and X Hot Pro Irons have distinctly different technologies that fuel distance and complete performance for both amateur and professional golfers.

In its pursuit of distance gains, Callaway incorporated a Deep Undercut Cavity Design and its powerful Speed Frame™ Face Technology to strike a balance of high ball speeds and great feel. The deep undercut design allowed Callaway to precisely position the Center of Gravity (CG) and move the most compliant part of the face – the hottest part – lower, where more golfers make contact with the ball. Callaway also, for the first time, incorporated Speed Frame Face Technology from its drivers into the X Hot Irons. Doing so optimizes stiffness across the face for more efficient energy transfer. This produces more ball speed and consistent distance, even on off-center contact. Relative to its predecessor, player testing resulted in an increase in ball speed and distance gains through the set.

"The X Hot Irons have been meticulously engineered – both in terms of physical characteristics and club configuration – to increase ball speed and promote overall distance optimization," said Dr. Alan Hocknell, SVP, Research & Development, Callaway Golf. "And in doing so I think we have raised the bar and created the standard in distance for the irons category. Golfers will very much enjoy the results."

Rounding out the X Hot Irons is the Feel Management Technology, a dual material medallion that fine tunes sound by promoting a crisp, dynamic feel at higher ball speeds. The stock shaft offering is a True Temper Speed Step 85 Lightweight Steel Shaft.

The X Hot Pro Irons have been designed for a more discerning golfer with an explosive blend of power, feel and pinpoint shot-making. This re-engineered stainless steel iron features new J-Face Dynamics, a face technology that combines precise face thickness control and undercut depth to deliver the power and feel that skilled golfers prefer.

The X Hot Pro Irons also feature Callaway's 20-degree Close Spaced V Grooves, which are typically reserved for forged player irons, but have been included in the X Hot Pro Irons to offer up to 1000rpm more backspin out of the rough (in comparison to its predecessor). These are Callaway's most precise grooves, delivering optimum performance in an iron for better players.

Also announced today are the X Hot™ and X Hot™ Pro Hybrids designed by Callaway to complement the new distance-promoting irons. These long, high-performing hybrids apply a thin Speed Frame Face for significantly higher CT and faster ball speeds. Both X Hot Hybrids also introduce a modern Warbird® sole plate relieved in the heel and toe for enhanced versatility from a variety of lies. The club shape allows for the distance and forgiveness of a fairway wood with the accuracy and control of an iron, providing a fast and long complement to the X Hot Irons and a great replacement for long irons. Both models are available with a Project X Velocity stock shaft.

The standard X Hot Hybrid will be available in a 3, 4, 5 and 6. The X Hot Pro model, which features a smaller footprint often preferred by better players, will be available in 16-, 18-, 20- and 23-degree models.

The new product introduction price for the X Hot Irons is \$699 with steel shafts and \$899 with graphite shafts. For the X Hot Pro Iron, the new product introduction price is \$799 with steel shafts and \$999 with graphite shafts. Both models of the X Hot Hybrids will be available for a new product introduction price of \$179.

For more information on the Callaway X Hot line of products, please visit [www.callawaygolf.com/xhot](http://www.callawaygolf.com/xhot)

#### About Callaway Golf

*Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) creates products 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® and Odyssey® 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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