



## Callaway Invests In Junior.Golf

### Innovative Grow the Game Platform Brings Together Junior Golfers, Parents and Golf Professionals

CARLSBAD, Calif., May 26, 2016 /PRNewswire/ -- Callaway Golf Company (NYSE:ELY), an industry leader in innovative golf equipment and technology, announced today it has invested in Junior.Golf, a comprehensive online program that brings together kids, parents and golf professionals in a way that modernizes the junior golf experience.

Junior.Golf is an easy-to-use digital platform that gives golf facilities the tools and processes to engage parents and their children. This will be particularly attractive to millennial parents and their digitally-engaged children. Through Junior.Golf, golf facilities can access a single platform for managing multiple areas of their business including the player database, programming and content as well as marketing communication. To make learning fun, junior golfers now have a gamified experience that tracks their stats, and parents have immediate access to the latest information on events, clinics and tournaments relevant to their junior golfer.

Terms of the investment make Callaway the official golf equipment sponsor of Junior.Golf, as well as a minority shareholder.

"Callaway is the perfect partner, as we share a vision for growing the game and helping golf professionals enhance their business. With Callaway's involvement, Junior.Golf can dramatically accelerate our mission of getting more kids playing the game," said Junior.Golf CEO Jason Black.

According to the National Golf Foundation, junior golf participation increased 25 percent between 2011 and 2015. Junior.Golf is perfectly positioned to both reinforce as well as capitalize on this upward trend.

"We are excited about being a part of this great and growing business," said Chip Brewer, President & CEO, Callaway Golf Company. "Junior.Golf is a unique, up-and-coming company that utilizes technology to introduce kids to the great game of golf. It's not only a smart business, it is a strong grow the game initiative."

#### **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 worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com).*

#### **About Junior.Golf**

*Junior.Golf is a "grow the game" software service company. We have a simple mission: help more children be introduced to golf and play for a lifetime. We are committed to leveraging technology to drive innovation and creating strategic partnerships that expand the impact of our platform. For more information, please visit [www.junior.golf](http://www.junior.golf)*

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