



## **Callaway Golf Partners With City of Indian Wells to Open Callaway Golf Performance Center**

CARLSBAD, Calif.--(BW SportsWire)--Jan. 13, 2002--Callaway Golf Company (NYSE:ELY) announced today that it has partnered with the city of Indian Wells, Ca., and the Golf Resort at Indian Wells to open a high-tech clubfitting facility. The Callaway Golf Performance Center will open to the public on Wednesday, January 16, on the grounds of the Golf Resort at Indian Wells, bringing to the public the state-of-the-art technology used to fit touring professionals.

The Callaway Golf Performance Center at Indian Wells combines cutting-edge computerized analysis technology with the hands-on expertise of certified clubfitting professionals. The Performance Center utilizes the same technology used to fit professional golfers and average golfers alike at Callaway Golf's Richard C. Helmstetter Test Center in Carlsbad. The Company's innovative fitting technology makes it easier to match golfers with the clubs that best suit their games. Callaway Golf's innovative system uses high-speed cameras and advanced computer technology to measure a number of important factors, including clubhead speed, ball speed, angle of attack, launch angle, ball spin rate, carry distance and total distance. This provides the Performance Center's specially trained professionals a wealth of information to assist in the fitting process.

"We are excited to provide golfers in the desert area access to the same fitting technology that we offer at our headquarters in Carlsbad," said Mick McCormick, executive vice president of global sales for Callaway Golf. "This is a great opportunity for us to build the Callaway Golf brand by giving golfers a high-quality fitting experience in a great location. We also see this as an excellent service to provide to our retail accounts in the Indian Wells area, since it allows them to give their customers the true Callaway Golf fitting experience at a local facility."

The Callaway Golf Performance Center at Indian Wells will serve golfers throughout the desert communities of Coachella Valley including Indian Wells, Palm Springs, Palm Desert, Rancho Mirage, La Quinta, Indio and Cathedral City. Golfers who are interested in a fitting at the facility can arrange referrals through their home club professionals. After the fitting at the Performance Center, the golfer can place an order with their home club professional for delivery within a matter of days. This service should prove beneficial for nearby golfers and retailers.

"Having the Callaway Golf Performance Center is a valuable tool for me to use, since my members will be able to get the full Callaway Golf experience without having to drive two hours to Carlsbad," said Doug Mauch, head golf professional at Tradition Golf Club in La Quinta, Ca. "It also provides a great opportunity for golfers who want to go the extra step and take advantage of Callaway Golf's best fitting technology."

"The Performance Center is a very exciting way to stimulate interest in the fitting process and boost business in the area," said Pete Carlson, owner of Pete Carlson's Golf and Tennis Shop in Palm Desert, Ca. "This should benefit every retailer in the area who sells Callaway Golf equipment, and it opens the door for new customers to see how this type of custom fitting can help them enjoy the game. I see this as another good indicator of how Callaway Golf is a leader in the field of golf, by its willingness to invest in new ways to promote the game."

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha Hawk Eye(R) VFT(R) and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead(TM) III Stainless Steel Drivers and Fairway Woods, Hawk Eye VFT Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-14(R) and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(TM), and Dual Force(R) Putters.

Callaway Golf Company makes and sells the Callaway Golf(R) HX(TM) Blue and HX Red balls, Rule 35(R) Firmfeel(TM) and Softfeel(TM) balls, the CTU 30(TM) Blue and CTU 30 Red balls, and the CB1(TM) Blue and CB1 Red balls. For more information about Callaway Golf Company, please visit our Web sites at [www.callawaygolf.com](http://www.callawaygolf.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

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**CONTACT:** Callaway Golf

Larry Dorman, Mick McCormick  
or Millie Speirs, 760/931-1771