



## **Callaway Golf Extends Big Bertha Heavenwood Hybrid Line; Forgiveness Goes Deeper in the Bag with 6H and 7H Models**

CARLSBAD, Calif.--(BUSINESS WIRE)--Oct. 18, 2005--Callaway Golf Company (NYSE:ELY) today announced the addition of two new models to its line of Big Bertha® Heavenwood® Hybrids, the easier-to-hit golf clubs that combine the accuracy and control of an iron with the increased distance of a fairway wood. Now golfers can add the new Heavenwood Hybrid 6H and 7H models to their arsenal to extend the legendary forgiveness of Big Bertha even further into their bags. The Heavenwood Hybrid 6H (29 degrees) and 7H (32 degrees) will be available at retail beginning November 1.

The original Heavenwood Hybrids were designed and created to benefit the millions of golfers who struggled to hit long irons and wanted an alternative to the highly-lofted fairway woods that traditionally have replaced them. The Heavenwood Hybrids provided the answer. Now Callaway Golf® offers the same solution to golfers who are looking to apply the combination of distance and forgiveness to their mid irons.

The new Heavenwood Hybrid 6H and 7H feature a low profile design that creates an extremely low center of gravity and patented Callaway Golf technologies that deliver design and performance advantages no other club manufacturer can match.

All Big Bertha Heavenwood Hybrids, from 1H through 7H, have lofts meant to correspond to the irons they replace. The same design that dramatically lowers the center of gravity to make it easier to get the ball airborne also promotes clean contact with the ball in various turf conditions ranging from tight lies to deep rough. The extended heel-to-toe head shape features maximized perimeter weighting, which raises the moment of inertia (MOI) for increased stability and more resistance to twisting on off-center shots.

The modified War Bird® sole is designed to help the head glide over or through any surface with minimal resistance. The lengths of the Big Bertha Heavenwood Hybrids have been optimized to be longer than corresponding irons, yet shorter than comparable fairway woods, resulting in the opportunity for greater distance while maximizing playability, control and accuracy.

Big Bertha Heavenwood Hybrids incorporate proven and patented Callaway Golf technologies. S2H2® (Short, Straight, Hollow Hosel) repositions weight to the perimeter of the clubhead for a higher MOI, Tru-Bore® Technology delivers improved feel and clubhead control and VFT® (Variable Face Thickness) Technology increases clubface efficiency for maximum distance on shots hit from all areas of the clubface.

The Big Bertha Heavenwood Hybrids are offered in lofts 1H (14 degrees), 2H (17 degrees), 3H (20 degrees), 4H (23 degrees) and 5H (26 degrees), 6H (29 degrees) and 7H (32 degrees). Men's left-handed versions are available in the 2H, 3H, 4H, and 5H models. The standard graphite shaft in the Big Bertha Heavenwood Hybrids is the RCH 75w, available in light, regular, firm and strong flexes. The standard steel shaft is the Big Bertha Uniflex. Women's right-handed versions are available in 3H, 4H and 5H in a striking Champagne and Shiraz color scheme that complements the entire line of women's clubs from Callaway Golf. Big Bertha Heavenwood Hybrids will carry manufacturer's suggested retail prices of \$200 for steel-shafted clubs and \$225 for graphite-shafted models.

Through an unwavering commitment to innovation, Callaway Golf 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®, Top-Flite®, Odyssey® and Ben Hogan® brands. For more information visit

[www.callawaygolf.com](http://www.callawaygolf.com).

CONTACT: Callaway Golf Company  
Larry Dorman, 760-931-1771

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