



Launch of New Callaway Golf X Fairway Woods Brings `X'-Citement Back to the Fairways

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 26, 2006--Callaway Golf Company (NYSE:ELY) today introduced its most exciting fairway wood design since the legendary Steelhead® series -- the new stainless steel Callaway Golf® X Fairway Woods. With their Unique X-Sole(TM) Design and sleek profile, X Fairway woods already are fixtures in the bags of many PGA Tour players and will be in authorized golf retail stores and green grass shops March 1. They will carry a manufacturer's suggested retail price of \$225 with steel shafts and \$250 with graphite.

The new X Fairway Woods feature a 3-piece stainless steel design, with a balanced sole shape to help ensure consistent alignment, a square face and superior turf interaction from any lie.

The X-Sole(TM) design in the X Fairway Woods is similar to that in the new X460® Driver. With the X-Sole, two subtle keels in the sole contact the turf, aligning the face and all but eliminating the clubhead's tendency to rock back and forth at address. This net result is more consistency, stability and accuracy with shots that start on-line.

Perimeter weighting placed strategically on the back ribbon of the X Fairway Woods provides a high Moment of Inertia to resist twisting. These precisely positioned internal weights promote consistent trajectory off the fairway or the tee.

The X Fairway Woods feature three core Callaway Golf technologies that have helped make the Company's fairway woods the top choice of golfers of all skill levels for years: S2H2® (short, straight, hollow hosel) the breakthrough design that dramatically shortens the traditional hosel length, allowing weight to be moved lower and to the perimeter of the clubhead for significantly greater forgiveness; Tru-Bore® bore-through construction, which improves feel and control by extending the shaft completely through the hosel and clubhead to the sole; and VFT® (Variable Face Thickness) Technology, which allows Callaway Golf designers to adjust the face thickness, maximizing ball speed and perimeter weighting for more distance, forgiveness and improved performance.

X Fairway Woods come in 3-, 4-, 5-, 7- and 9-wood models as well as Tour 13-degree and Tour 15-degree models that have slightly smaller heads and stronger lofts for the lower, more boring ball flight preferred by more skilled players.

The new Callaway Golf X Fairway Woods feature a Fujikura graphite shaft in Light, Regular and Stiff flexes as well as a uniflex True Temper® steel shaft. The Tour 13-degree and Tour 15-degree models feature the same Fujikura® graphite shafts but with the Light option removed and an Extra Stiff version added. They are also available with the True Temper uniflex shaft. Left-handed models are available in the 3-, 5- and 7-woods.

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.

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