



Callaway Golf Brings Revolutionary Fusion Technology to Hybrids with Launch of New Fusion FT-Hybrid

CARLSBAD, Calif., Jan 26, 2006 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY) today announced the launch of the Callaway Golf® Fusion® FT-Hybrid, the latest product to feature the Company's revolutionary Fusion Technology. The superior weight-shifting science of Fusion Technology took the world of professional golf by storm in 2005 when players using the technology in the Big Bertha® Fusion FT-3(TM) Driver won five of the eight major championships played on the PGA and LPGA Tours. The Fusion FT-Hybrids will be available at retail on March 15 with a manufacturer's suggested retail price of \$275 for graphite and \$250 for steel.

The cornerstone of Fusion Technology is the use of multiple materials in the construction of the clubhead to create more discretionary weight. The new FT-Hybrid combines a stainless steel face, sole and body with a lightweight carbon composite crown, allowing Callaway Golf engineers to reposition the resulting discretionary weight to optimize the perimeter weighting and create a high moment of inertia for enhanced stability and forgiveness.

Like the FT-3 Driver, the FT-Hybrid also employs the OptiFit(TM) System to allow golfers to custom fit their clubs by selecting a center of gravity position that best fits their swing type and shot shape: Draw for players whose misses tend to slice and Neutral for those who lose it to the left. The end result is exceptional distance, performance, accuracy and confidence.

Essential core technologies that have been hallmarks of Callaway Golf clubs for years are built into the new FT-Hybrids including S2H2®, which helps to further increase discretionary weight by removing weight from the hosel; Tru-Bore®, which extends the shaft through the head to the bottom of the sole for improved feel and clubhead control; and Variable Face Thickness (VFT®) for more distance and forgiveness.

The new FT-Hybrid will be available in five models: 1H (14 degrees), 2H (17 degrees), 3H (20 degrees), 4H (23 degrees) and 5H (26 degrees); all but the 1H will be available in left-handed versions as well. The Draw bias will be available in the 2H-5H in both left- and right-handed versions, while the Neutral configuration will be available in the 1H-4H right-handed and the 3H left-handed. The standard shaft is the Callaway Golf Fusion NVS 85 Hybrid from Aldila®, available in Light, Regular and Firm flexes. The stock steel shaft is the True Temper® Uniflex.

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.

SOURCE: Callaway Golf Company

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