



Callaway Golf to Produce Official St Andrews Links Products

CARLSBAD, Calif., Feb 07, 2008 (BUSINESS WIRE) -- Callaway Golf (NYSE:ELY) today announced that it has agreed to a five-year worldwide license with St Andrews Links to develop a dual branded range of golf accessories.

The groundbreaking partnership, brokered by Copyright Promotions Sport on behalf of St Andrews Links, will allow the world famous St Andrews Links marque to appear on a range of Callaway Golf products and will directly benefit all seven courses managed by the Trust. Purchases of official merchandise will contribute directly to the preservation and maintenance of the links, including the historic Old Course.

Official St Andrews Links products by Callaway Golf will include golf balls, putters, wedges, golf bags, headcovers, umbrellas, golf towels, divot tools, headwear and luggage. In addition to featuring both the St Andrews Links and Callaway Golf logos, the specially packaged products - available worldwide - will feature evocative imagery of the Home of Golf.

"This is a significant agreement for both St Andrews Links and Callaway Golf that, ultimately, will benefit the outstanding work the Trust does in maintaining the Home of Golf," said George Fellows, President and CEO, Callaway Golf. "The St Andrews Links name is known around the world and stands for a commitment to quality, excellence and enjoyment of golf. Callaway Golf shares these same values, which is why it is completely fitting, and an honour, that Callaway Golf products should bear the St Andrews Links marque."

Alan McGregor, General Manager of St Andrews Links said "This is an important agreement for St Andrews Links which will strengthen our already excellent working relationship with Callaway Golf. As one of the world's leading equipment manufacturers Callaway Golf operates to the highest standards. We share this commitment at the Home of Golf and I believe this collaboration will create an outstanding range of products for golfers around the world."

The agreement builds on a strong relationship between the two organizations. Callaway Golf was previously appointed Official Golf Ball Supplier to St Andrews Links, as well as exclusive supplier of hire sets, loan shoes and range balls. Callaway Golf is also in the state-of-the-art St Andrews Links Golf Academy Custom Fit Centre, and is a major supporter of the St Andrews Links Junior Golf Association.

About St Andrews Links

St Andrews Links Trust is a charitable organization responsible for the management and maintenance of the Links courses at St Andrews, including the famous Old Course, host of the 2010 Open Championship. The Trust was established in 1974. It employs more than 200 permanent staff and seasonal workers during the high season. It manages a number of additional facilities including two clubhouses, a golf practice centre and three shops.

More than 200,000 rounds are played over six public courses, which feature two additional championship courses (the New and the Jubilee), two 18-hole courses (the Eden and the Strathtyrum) and a nine-hole course (the Balgove). A seventh course, The Castle Course, is under construction on a site to the south-east of St Andrews.

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company 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(R), Odyssey(R), Top-Flite(R), and Ben Hogan(R) brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or www.shop.callawaygolf.com.

SOURCE: Callaway Golf

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