



## **Top-Flite(R) and Golf's First Superhero Announce Campaign to Combat Cowardice**

D2 Man Attempts to Rid the World of Wuss Golf and Urges Players to

Never Lay Up!

CARLSBAD, Calif.--(BUSINESS WIRE)--April 21, 2008--Top-Flite announced today that it is tired of golfers being swept under by a wave of play-it-safe "wimptitude." To combat this cowardice, Top-Flite is insisting that all players who value opportunity over consequence tee up the balls to go for it and NEVER LAY UP! Leading the charge and saving the world from the evils of wuss golf is Top-Flite superhero and YouTube sensation, D2 Man.

As golf's first Superhero, D2 Man has been taking the internet by storm, rapping and mercilessly calling out golfers who choose to lay up and lag putts. While Top-Flite's D2 golf balls are armed with cutting-edge Dimple in Dimple(TM) aerodynamics, D2 Man is equipped with superior trash talking skills and is spreading the word that a shot worthy of a story is worth far more than playing it safe. With more than one million YouTube views and counting, the "Never Lay Up" mantra is catching on like wild fire (D2 Man Rap Video -- YouTube).

"Top-Flite has a special bond with golfers who throw caution to the wind, have a great time playing, and above all, Never Lay Up!" said Paul English, Director of Brand Management for Top-Flite. "In our opinion, a shot not worthy of a story at the 19th hole, just isn't worth playing."

To view exclusive footage of D2 Man or Top-Flite's latest television commercials starring ESPN's Kenny Mayne, visit [www.NeverLayUp.com](http://www.NeverLayUp.com). Information on all of Top-Flite's latest golf balls including D2, Gamer and Freak are also available.

### 2008 TOP-FLITE PRODUCTS

- Top-Flite Gamer(TM) Golf Balls - Top-Flite takes the benefits of its proprietary Dimple in Dimple Aerodynamics and puts it on a 3-piece performance golf ball that's long, soft and generates more short-game spin for total tee-to-green control. The thin soft ionomer cover over a firm boundary layer and a highly resilient rubber core gives golfers a ball that performs like no other in its price category. (\$19.99 per dozen)
- Top-Flite Freak(TM) Golf Balls - The Freak is the longest Top-Flite golf ball available. Period. Its unique aerodynamic surface maintains spin longer throughout its flight, allowing the ball to hold its line and maintain lift longer. Perfect for scramble tournaments, reaching par 5s in two and out-driving your foursome. (\$15.99 per dozen)
- Top-Flite XL 5000(TM) Golf Balls - Three new XL 5000 models replace one of the most successful Top-Flite balls ever, the XL 3000. The new version provides all the XL distance you expect from a Top-Flite ball with enhanced softness and feel.

The XL 5000 Super Long has a firmer cover for maximum distance, the Super Soft has a thin cover and lower compression core that provide better feel with more short-game spin for total control around the greens, and the Super Straight uses a special Slickote(R) coating to help reduce hooks and slices. (\$12.99 per 15-pack)

-- Top-Flite Rec Sets - Top-Flite is back in the golf club business with a half dozen new recreation sets designed to meet the needs of just about any golfer. Six sets - XL(R) (men's and women's), XL 5000(TM), D2(R), AHS(TM) (Advanced Hybrid System; men's and women's) and IHS(TM) (Iron/Hybrid Set) - offer no compromise on quality or performance at affordable prices. (XL Men's, \$199; XL Women's, \$249; IHS, \$249; XL 5000, \$299; D2, \$399; AHS, \$449)

All prices are Retail Introductory Price.

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE: ELY) 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](http://www.callawaygolf.com) or [www.Shop.CallawayGolf.com](http://www.Shop.CallawayGolf.com).

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