



Arnold Palmer to Launch Callaway Golf's Expansion of National Custom Fitting Program

Golf Legend Visits Neshanic Station, NJ, Callaway Performance Center on June 3rd to Announce Manufacturer's Initiative to Double National Offering by 2010

CARLSBAD, Calif.--(BUSINESS WIRE)--May 28, 2008--Callaway Golf Company (NYSE: ELY) announced today a major initiative to double the number of their state-of-the-art Callaway Performance Centers (CPC) from nine to 20 by the year 2010. To help launch the expansion, golf legend and long-time Callaway Golf staff professional Arnold Palmer will join Callaway Golf President and CEO George Fellows at the newly refurbished Callaway Performance Center at Neshanic Valley Golf Course in Neshanic Station, NJ, on Tuesday, June 3rd to greet fans and media.

Since no two golf swings are exactly the same, Callaway Performance Centers offer consumers an opportunity to have their equipment personalized to fit their individual needs. Using a combination of innovative and proprietary technologies, a CPC fitting is able to provide golfers of all abilities with the best equipment to optimize their game.

"We're dedicated to improving the golf experience through the ground-breaking technology found inside our equipment, golf balls and our Callaway Performance Centers," said Fellows. "Our precision fitting process is a valuable and worthwhile complement to an investment in new golf equipment."

Throughout his legendary career, Mr. Palmer shaped his own unique swing into a force that would ultimately lead him to seven major championships, including four Masters titles. Along the way he worked tirelessly to improve his skills as a player and also as a club maker, constantly crafting the perfect clubs to match his evolving game. "If I had access to Callaway Golf's high-tech equipment during my competitive career, there's no telling what I could have accomplished," said Palmer.

The patented Callaway Performance Analysis System(R), used to custom fit Tour Professionals like Phil Mickelson, Ernie Els and Annika Sorenstam, employs two high-speed cameras and ball-flight simulators, while a computer monitor displays an analysis of each golfer's launch conditions--ball speed, launch angle and spin rates. In addition, the system measures the path angle and the golfer's angle of attack to the ball, utilizing 3D imagery and precision software designed by Callaway Golf's world renowned Research & Development department.

Callaway Golf's proprietary OptiFit(R) Fitting System technology allows golfers to test the manufacturer's equipment in a myriad of shaft and clubhead combinations quickly and efficiently. Never before have everyday golfers been able to employ such high-tech equipment to improve their performance and enjoyment on the golf course.

Formerly known as "Authorized Performance Centers," the full list of Callaway Golf's CPC locations includes:

San Diego, CA. Callaway Golf Headquarters - Carlsbad, CA

Las Vegas. The Golf Performance Centers at St. Andrews Golf (two locations)

Palm Springs, CA. The Indian Wells Golf Resort - Indian Wells, CA

Philadelphia. Golfdom - King of Prussia, PA

New Jersey. Neshanic Valley Golf Course - Neshanic Station, NJ

Washington D.C. Golfdom - Tyson's Corner, VA

New York City. The World of Golf - Manhattan

Phoenix, AZ. Troon North Golf Club - Scottsdale, AZ

New England. Cyprian Keyes Golf Club - Boylston, MA

For more information about the Callaway Performance Centers visit <http://www.callawaygolf.com/Global/en-US/CustomFitting/PerformanceCenters.html>. (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

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 or shop.callawaygolf.com.

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