



Callaway Golf Foundation and the Entertainment Industry Foundation Launch Public Service Campaign with Halle Berry to Raise Awareness for Ovarian Cancer

CARLSBAD, Calif.--(BUSINESS WIRE)--July 17, 2008--Academy Award-winning actress Halle Berry has joined forces with the Callaway Golf Foundation and the Entertainment Industry Foundation as the 2008 ambassador for the Callaway Golf Foundation Women's Cancer Initiative. Berry will be featured in an extensive print public service announcement campaign this summer aimed at raising awareness and funds to help find a cure for ovarian cancer.

Ovarian cancer afflicts more than 22,000 women in the United States each year and claims the lives of more than 15,000. "As a daughter and a new mother, I was shocked to learn the facts about ovarian cancer," said Berry. "That's why I've teamed with the Callaway Golf Foundation and the Entertainment Industry Foundation to educate women about taking care of their health."

Through \$2 million in donations to EIF's Women's Cancer Programs, the Callaway Golf Foundation Women's Cancer Initiative, established at leading cancer institutions nationwide, works to fast-track breakthrough treatments and tests to beat this disease. Donations to the Callaway Golf Foundation Women's Cancer Initiative will also benefit the Gynecologic Cancer Foundation. The institutions selected for their groundbreaking work in ovarian cancer research and treatment include: Cedars-Sinai Women's Cancer Research Institute at the Samuel Oschin Comprehensive Cancer Institute; The University of Texas M.D. Anderson Cancer Center; Memorial Sloan-Kettering Cancer Center; and the Johns Hopkins Medical Institutions. Led by Dr. Beth Karlan, Director of the Cedars-Sinai Women's Cancer Research Institute, this women's cancer initiative represents a collaborative, multi-site undertaking designed to advance treatment of ovarian cancer through molecular profiling, biomarker discovery and targeted therapy development.

"I lost my mom to ovarian cancer last fall," said Lisa Paulsen, president and CEO of the Entertainment Industry Foundation. "I made a promise to her and my dad, who also passed away from cancer - we won't stop until we remove cancer from our lives. I'm truly grateful for the enormous support we receive from the entertainment community, helping us raise much needed funds for crucial research to help find better ways to detect ovarian cancer early."

"I'm so pleased the Callaway Golf Foundation is standing behind this cause to raise awareness of ovarian cancer," said George Fellows, President and Chief Executive Officer of Callaway Golf. "We are enormously grateful to Halle Berry for serving as our ambassador and for leading the challenge as we all strive to educate women to learn their risk for this deadly disease."

The Callaway Golf Foundation will also host this year's celebrity golf tournament, the Callaway Golf Foundation Challenge, at the Riviera County Club in Los Angeles on December 15. Last year's tournament was a huge success, raising more than one million dollars with all proceeds benefiting EIF's Cancer Research Programs. The tournament received support from celebrities such as Larry David, Ray Romano, George Lopez, James Caan, Cheryl Ladd, Drew Lachey, Gabriel Aubry, Chad Lowe and Peter Gallagher as well as Callaway Golf staff professionals, including Johnny Miller, Annika Sorenstam, Morgan Pressel, David Leadbetter, Rich Beem, and Mark Brooks.

For more information or to learn how to get involved in the cause, please visit www.callawaygolfoundation.org.

About The Callaway Golf Foundation

The Callaway Golf Company Foundation strives to support initiatives in communities where company employees live

and work. Our focus is to support programs that improve the lives of young people and provide access to essential health services. In 2008 and beyond, the Foundation will help raise awareness of women's cancers, specifically ovarian cancer.

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.

About EIF's Women's Cancer Programs

Through its Women's Cancer Programs, the Entertainment Industry Foundation is committed to saving lives by raising awareness about the importance of early detection of breast and reproductive cancers, providing funds to advance treatment research, early detection methods, and supporting community programs that assist the millions of women and their families at risk of or affected by cancer.

EIF has a remarkable track record in raising awareness and funds in the fight against cancer. EIF's funding strategy is results-driven, bringing together some of the very best scientists and institutions in the country to collaborate in groundbreaking research projects to fast-track better prevention methods and improved therapies for treatment of breast and other women's cancers. EIF grants have helped accelerate research that has contributed to the development of a breakthrough gene treatment called Herceptin(R), the first successful drug that seeks out a particular gene found in one of three cases of the most aggressive form of breast cancer. EIF grants have also supported other state-of-the-art therapies bringing new and innovative treatment approaches to breast cancer worldwide.

About the Entertainment Industry Foundation

As a philanthropic leader of the entertainment industry, the Entertainment Industry Foundation has distributed hundreds of millions of dollars - and provided countless volunteer hours - to support charitable initiatives addressing critical health, education and social issues. For more information, visit www.eiffoundation.org.

CONTACT:

Callaway Golf

Michele Szynal, 760-804-4150

michele.szynal@callawaygolf.com

or

Clifford/Bratskeir PR

Brent Harney, 212-679-2233

brent.harney@cbprusa.com

or

Entertainment Industry Foundation

Maurine Slutzky, 213-240-3923

msslutzky@eiffoundation.org

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