



Callaway Golf and Perry Ellis International to Join Forces

CARLSBAD, Calif.--(BUSINESS WIRE)--Mar. 19, 2009 -- Callaway Golf (NYSE:ELY) today announced it has reached an agreement with Perry Ellis International (NASDAQ:PERY) to design, manufacture and distribute Callaway golf and sportswear apparel in the U.S., Canada, Latin America and the Caribbean. Terms of the agreement are not being disclosed.

"We are delighted to have found the right partner to help us more firmly position Callaway as a lifestyle brand," said George Fellows, President and CEO, Callaway Golf. "Perry Ellis International is known worldwide as a leader in both design and distribution of apparel and accessories. We are looking forward to a long and mutually beneficial partnership."

Perry Ellis International will service better department and specialty stores and corporate channels, while Callaway Golf will service the green grass, off course and sporting goods channels through its newly-created soft goods sales force. Perry Ellis International will also perform the embroidery, embellishing and warehousing of products for Callaway. During the remainder of 2009, Callaway will continue servicing the market with product produced by its previous licensee. Perry Ellis International's designs will begin shipping in spring 2010.

"We are very excited about working with the number one global golf brand," said Oscar Feldenkreis, President and COO, Perry Ellis International. "This relationship allows both companies to complement each other's strengths and concentrate on their individual core capabilities. We see this as an incredible opportunity for us to help expand Callaway's presence in the apparel market."

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®, Odyssey®, Top-Flite®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com

About Perry Ellis International

Perry Ellis International, Inc. is a leading designer, distributor and licensor of a broad line of high quality men's, women's and children's apparel, accessories, and fragrances. The Company's collection of dress and casual shirts and tops, suit separates, sweaters, dresses, pants, shorts, jeans wear, outerwear, swimwear, golf apparel and activewear is available throughout all major levels of retail distribution. Through its wholly owned subsidiaries, The Company owns a portfolio of nationally and internationally recognized brands including Perry Ellis®, Perry Ellis America®, Perry Ellis Portfolio®, Jantzen®, Laundry by Shelli Segal®, C&C California®, Cubavera®, Munsingwear®, Savane®, Farah®, Original Penguin® by Munsingwear®, Grand Slam®, Natural Issue®, Pro Player®, the Havanera Co.®, Axis®, Axist®, Manhattan®, John Henry®, Tricots St. Raphael®, Mondo di Marco®, Redsand®, Gotcha®, and MCD®. The Company enhances its roster of brands by licensing trademarks from third parties including Dockers® for outerwear, Nike® and Jag® for swimwear, and PING® and PGA TOUR® for golf apparel. Additional information on the Company is available at <http://www.pery.com>.

Source: Callaway Golf Company

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