



Callaway Golf Presents Solaire Sets and Golf Balls for Women

Go Straight from the Shop to the Course with 14-piece and 9-piece Set Configurations Featuring Energy Efficient Design

CARLSBAD, Calif.--(BUSINESS WIRE)--Nov. 19, 2009 -- Callaway Golf Company (NYSE: ELY) today announced the retail availability of their new Solaire™ sets of women's golf equipment, as well as the new Solaire golf ball for women. In designing this collection of equipment for emerging golfers, Callaway's Research & Development team conducted extensive research into the swing characteristics of a wide range of women golfers. As a result, Solaire offers a technologically advanced selection of clubs and balls that are ideally suited to increase distance, accuracy and forgiveness.

Available in 14-piece and 9-piece set configurations, Solaire provides women with everything they need to play in style and take their game to the next level. The preconfigured Solaire sets feature an Energy Efficient Design that optimizes every element of the golf club to maximize performance. New lightweight clubheads featuring draw configurations and higher lofts, as well as lighter grips and shafts, allow women to efficiently swing the club with power and generate increased distance throughout the set.

"We've spent countless hours researching the way women swing and play golf in an effort to design equipment that promotes shots that fly farther, higher and straighter," said Alan Hocknell, Senior Vice President of Research & Development, Callaway Golf. "Women were heavily involved in the design process of these sets, both from a performance standpoint and on the aesthetic side. Solaire represents the latest example of our commitment to the women's game, and we're confident this equipment will help many reach new heights on the course."

Callaway engineers designed the Solaire women's sets to maximize the efficiency of the swing, the energy transfer during impact and the flight of the ball. Data was collected on the golf course and at the Ely Callaway Performance Center, where engineers and biometric experts studied the way women swing and play golf. In addition to focusing on performance, Callaway engineers were equally dedicated to attaining a desirable feel, premium looks and a contemporary design.

The new 14-piece Solaire Set is engineered specifically for emerging golfers to achieve ideal distance separation between clubs, so they have confidence playing from anywhere on the course. The set consists of an all-titanium driver, three stainless steel fairway woods, three hybrids, two irons, three wedges, a mallet putter and a versatile cart bag.

The new 9-piece Solaire Set is designed to allow beginning golfers to go straight from the shop to the course with everything they need to get the ball up in the air and down the fairway. The set consists of an all-titanium driver, a stainless steel fairway wood, two hybrids, an iron, two wedges, a mallet putter and a versatile cart bag.

The Solaire golf ball is designed to perform ideally at slower swing speeds, delivering shots that fly farther down the fairway. It features a soft, resilient core that has been specifically formulated to provide increased carry and distance. The low compression core also produces soft feel off the clubface. The Solaire golf ball also features patented HEX Aerodynamics, which promotes lift at slower swing speeds and reduces drag to maximize distance.

Both Solaire sets, as well as the golf ball, are currently available at retail. The new product introductory price is \$899 for the 14-piece set, and \$599 for the 9-piece Solaire set.

The Solaire golf ball is stylishly offered in two color options: 100% Pure Callaway White or High Visibility Pink. Both utilize a luminous finish that adds a distinctive look to any woman's game. The Solaire golf ball features a new product

introductory price of \$19.99 per dozen.

For more information on these products and Callaway Golf's complete lineup of equipment, footwear and accessories, please visit www.callawaygolf.com. High-resolution images of all products are available for immediate download via the Media Center portion of Callaway Golf's website: www.callawaygolf.com/Global/en-US/MediaCenter.html.

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.

Source: Callaway Golf Company

Callaway Golf

Tim Sweeney, 760-804-4017

Tim.Sweeney@CallawayGolf.com