



Callaway Golf's Product Line Tops Golf Digest's 2010 'Hot List'

Callaway and Odyssey Win Medal Count in Annual Equipment Review for Fourth Straight Year

CARLSBAD, Calif., Jan 06, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) once again took top honors within Golf Digest's annual "Hot List" issue. The Hot List is a comprehensive golf equipment evaluation conducted by Golf Digest Publications' 32-person team of equipment editors, scientists, player panelists and retailers. Together they considered 403 separate entries for the 2010 Hot List. When the results were posted, Callaway Golf(R) and Odyssey(R) combined to earn more medals than any other golf equipment manufacturer for the fourth straight year.

Two of Callaway's new drivers led the way; the FT-iZ(TM) Driver and the Callaway Diablo Edge(TM)/Diablo Edge Tour(TM) Driver both earned Gold Medals. The FT-9 Driver was also distinguished with a 2010 Hot List medal.

In the game-improvement irons category, the new Diablo Forged(TM) Irons announced their arrival with a Gold Medal. One tester said of the Diablo Forged Irons: "This is like jet fuel in your hands. It stays in the air forever." Callaway's new Diablo Edge(TM) Irons earned a Gold Medal in the super game-improvement iron category. "These clubs are so good even better players should take a look," said one tester of the Diablo Edge Irons. Other Callaway irons and wedges distinguished with 2010 Hot List medals include the X-22(TM) Irons, X-22 Tour(TM) Irons and the X-Forged(R) Wedges.

Odyssey is once again atop the Gold Medal count in the putter category, tying for the most Gold Medals in the test. In the blade category, Black Series(R) Tour Designs Putter and the White Ice(R) line both captured Gold Medals. Odyssey's third Gold Medal came in the Mallet category for the White Ice line.

This year's "Hot List" featured an additional section called the Editor's Choice, which focused on the one club that each of the four Hot List judges found "uniquely intriguing, paradigm-shifting or generally remarkable in ways others have overlooked." The Odyssey White Ice 2-Ball was identified as one of these clubs, with Golf Digest saying "{Odyssey's} designs aren't typical, just better, and the new insert somehow plays firm and soft at the same time."

Callaway's new Diablo Edge lineup enjoyed a full sweep of Gold Medals across every category in which the line was nominated. That includes Driver, Fairway Wood, Hybrid, Game Improvement Irons (Diablo Forged) and Super Game Improvement Irons (Diablo Edge).

The February Hot List issue of Golf Digest also contains several Callaway Golf and Odyssey advertisements featuring new, interactive Microsoft Tag technology. These Tags allow readers to snap a picture on their smart phones and instantly view Callaway Golf product videos. Callaway Golf is the first equipment manufacturer to feature such technology within the pages of Golf Digest.

Overall, Callaway and Odyssey won 15 *Golf Digest* Hot List Medals, three more than the closest competitor. The full list of distinguished products includes:

GOLD MEDAL WINNERS

Drivers

FT-iZ

Diablo Edge/Diablo Edge Tour

Fairway Woods

Diablo Edge/Diablo Edge Tour

Hybrids

FT-iZ
Diablo Edge/Diablo Edge Tour

Game Improvement Irons

Diablo Forged

Super Game Improvement Irons

Diablo Edge

Blade Putters

Black Series Tour Designs
White Ice Series

Mallet Putters

White Ice Series

SILVER MEDAL WINNERS

Drivers

FT-9/FT-9 Tour

Fairway Woods

FT-iZ

Game Improvement Irons

X-22

Players Irons

X-22 Tour

Wedges

X-Forged

High-resolution images of all Callaway Golf 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(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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