



Odyssey Introduces New Black Series Tour Designs Putters

The Number One Putter in Golf Presents Precision-Crafted Milled Putters Inspired by Tour Feedback

CARLSBAD, Calif., Jan 07, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the January 15th retail availability of their new Odyssey(R) Black Series(R) Tour Designs line of milled putters. The latest innovation from The Number One Putter in Golf(R), Black Series Tour Designs were crafted through extensive work between the Odyssey design team and professional golfers across the world's major tours.

With a new black look, the precision-crafted milled putters in Odyssey's Black Series Tour Designs line feature updated shapes and more head options, all designed to offer elite performance at the highest levels of the game. Each putter is milled from 1025 carbon steel for the soft feel demanded by the best players in the world.

"In creating the Black Series Tour Designs putters, we consulted with some of the greatest players in the game, including Phil Mickelson," said Austie Rollinson, Principal Designer for Odyssey Golf. "We incorporated this Tour player feedback into the design of these precision-crafted milled putters. The result is updated shapes and more head options preferred by better players, all delivering the truest roll possible in a premium look."

Black Series Tour Designs putters feature Advanced Roll Technology (A.R.T.) for precise response and the truest roll possible. A.R.T. is achieved through multi-material construction using tungsten weighting, which creates a quicker, more favorable roll by moving the center of gravity back and lower in the putterhead. A urethane dampening layer is subtly placed between the carbon steel putter head and the tungsten flange, which enhances the feel at impact.

The TD Milled Face has a precise, deep milling pattern that generates consistent impact performance across the face, resulting in better feel, distance control and a smooth roll. Each putter is finished with a Deep Black PVD (Physical Vapor Deposition) coating, producing a durable, glare-free look that was added specifically in response to feedback received from the world's best golfers.

Black Series Tour Designs putters are available in several core models, including the #2, #4, #6 and #9. The new product introduction retail price for Odyssey's new Black Series Tour Designs putters is \$269.

For more information on these products and Odyssey's complete lineup, please visit www.odysseygolf.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(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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