



## Mickelson's Win at Augusta Strengthens Callaway Golf's Momentum

### 2010 Drivers, Irons, Putters and Golf Balls Have Earned More PGA Tour Wins than Any Manufacturer

CARLSBAD, Calif., April 14, 2010 /PRNewswire via COMTEX/ -- Phil Mickelson captured his third green jacket this past weekend and continued a red-hot start to the 2010 season for Callaway Golf (NYSE: ELY), the maker of his championship-winning equipment.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/40577>

The Company started off the year by taking top honors within *Golf Digest's* annual "Hot List", a comprehensive equipment evaluation conducted by Golf Digest Publications' 32-person team of equipment editors, scientists, player panelists and retailers. Callaway, which employs technological innovation and aerospace materials to design breakthrough products for golfers of all abilities, has now backed up its Hot List accolades with an unprecedented string of success among the best players in the world.

Through 16 PGA Tour events and the year's first Major tournament, Callaway Drivers, Irons, Putters and Golf Balls have amassed more victories than any other equipment manufacturer. To put Callaway's recent dominance on the PGA Tour in perspective, consider that the Company's new FT Tour Driver has now won six of the last nine PGA Tour events; Callaway Irons and Tour *i* Series Golf Balls have won five in that same span; and the Company's Odyssey brand of Putters has claimed five of its eight 2010 victories since this hot streak began at the Mayakoba Classic. Impressively, this run of success has been earned by a staff of tour professionals that is considerably smaller in number than those competing for the other major equipment manufacturers.

"Callaway has always dedicated more resources towards developing game-changing equipment and a 'quality vs. quantity' approach in regards to our tour staff," said George Fellows, President and CEO, Callaway Golf. "It's gratifying to see our 2010 lineup, which we feel is the strongest in our history, receive such widespread acceptance from critics, weekend golfers, and now the best players on the planet. We're entering the peak of golf's selling season with a great deal of momentum."

Callaway's focus on technological innovation was recently distinguished with a Top-5 ranking in the Consumer Products category by The Patent Board, a leading intellectual property evaluator that utilizes a series of metrics to determine patent quality, technological strength and breadth of impact. The Patent Board's annual Patent Scorecard ranked Callaway ahead of several industry titans, such as LG Electronics, Fortune Brands and Kimberly-Clark Corp.

This focus on technological innovation has led to a 2010 product lineup that has generated an unprecedented amount of excitement in the global marketplace. Descriptions of several of these products, now in force on the world's major professional tours, as well as golf courses around the globe, can be found below.

Callaway's new **FT Tour Driver** features a 440 cc multi-material clubhead with a full-length hosel and a slightly open face angle to deliver the look at address preferred by highly skilled players. FT Tour's design combines an ultra lightweight carbon composite body that delivers extraordinary accuracy and workability, with a titanium Hyperbolic clubface that yields incredible ball speeds and increased distance. Originally introduced on the professional tours in 2009 as FT-9 Tour Authentic, Callaway commercialized the product in 2010 as FT Tour. The driver arrived at retail in March and features a new product introduction retail price of \$399.

The **Callaway Tour i(s) Golf Ball** features second-generation Dual Core that delivers outstanding spin separation for lower driver spin off the tee and higher spin within striking distance of the pin. The result is optimized performance

throughout the round. Tour *i(s)*' advanced HEX Aerodynamics delivers a penetrating ball flight in all wind conditions. Now available at retail, Callaway's Tour *i(s)* golf balls feature a new product introduction retail price of \$42.99 a dozen.

**Odyssey's White Ice Putters** feature the latest innovations from The Number One Putter in Golf(R), Odyssey's White Ice line features the brand's best-feeling multi-layer insert to date and a rich dark nickel finish. They are the culmination of a multi-year Research and Development enterprise that drew upon extensive feedback from Tour players around the world. The result is a new and improved insert with enhanced sound and responsiveness, as well as an ultra-premium look that enhances confidence. The new product introduction retail price for Odyssey's new White Ice line is \$129 for core models and \$179 for progressive shapes.

The new **Callaway Diablo Forged Irons** feature a sleek, compact head style with classic lines. Thin top line, narrow sole, shorter blade length and minimal offset, providing premium shot-shaping ability for a wide range of golfers. Configured for greater distance than other forged irons due to a lower, deeper center of gravity that provides a penetrating trajectory. Forged steel, perimeter-weighted body and precision welded face provide incredibly soft, responsive feedback. New product introduction retail price (steel/graphite): \$999/\$1199.

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](http://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](http://www.callawaygolf.com) or <http://shop.callawaygolf.com>*

#### **CONTACT:**

Tim Buckman  
Callaway Golf  
(760) 804-4133  
Tim.Buckman@CallawayGolf.com

SOURCE Callaway Golf