



Callaway Golf Launches Last-Minute Mother's Day Gift Guide for the 'Golfer Mom' in Your Life

CARLSBAD, Calif., May 3, 2010 /PRNewswire via COMTEX/ --They are the chefs and coaches. Nurses and negotiators. Managers, accountants, teachers, chauffeurs and counselors. Moms have many jobs, endless responsibilities and (almost) limitless patience.

To help those who love them say thanks and to honor all moms for everything they do, Callaway Golf Company (NYSE: ELY) today unveiled its last-minute Mother's Day Gift Guide. Offering a collection of strong, beautiful, innovative and authentic Callaway gear for the "golfer mom" -- from clubs and balls made exclusively for a woman's game at any level, to footwear and apparel, to watches, eyewear and gadgets -- Callaway Golf will help moms hit the fairway with families and friends...or on their own for 18 holes of "me" time for deserving moms everywhere.

<http://www.callawaygolf.com/Global/en-US/Articles/MothersDayGiftGuide.html>

Featured items from the Callaway Golf Mother's Day Gift Guide include:

- **Solaire 14-Piece Complete Set and Golf Balls:** Elegance meets performance with Solaire, designed specifically for Women Golfers to achieve ideal distance separation between clubs so she can 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. Solaire Golf balls are designed for any woman who wants to hit shots that fly farther than ever.
- **Women's Diablo Edge Driver and Fairway Woods:** Designed to give women a distance advantage every time they tee it up, the new Women's Diablo Edge driver offers superior face technology, a higher MOI, a deeper center of gravity (CG), and better aerodynamics -- and it all adds up to the longest, most accurate all-titanium driver Callaway Golf has ever made for women. The new Women's Diablo Edge Fairway Woods are the longest, straightest steel women's fairway woods Callaway Golf has ever made, with distance gains of 10-12 yards over Big Bertha Diablo.
- **Fairway Tote:** Modern lines and functionality that certainly won't be mistaken for mom's diaper bag! Pearl, nylon twill exterior with large main compartment with magnetic closure. Dual, external zippered pockets and interior drop-in zippered pocket. Jeweled, rhinestone logo and zipper pulls. Tote-style handles can be carried by hand or over the shoulder. Reinforced abrasion-resistant bottom. Tri-grommet ventilation promotes air circulation.
- **Lightweight Wind Jacket:** Play with style in any weather with the long-sleeve ripstop microfiber wind jacket with zip off sleeves. Wind resistant, lightweight, water resistant and quick dry.
- **Hyperbolic SL Footwear:** With unsurpassed lightweight comfort, feel and stability in a seamless design, Callaway Golf brings you a technically advanced shoe for a women golfer at any level. The Hyperbolic SL features Callaway's comfort technology gel tongue, outlast temperature balancing system, hyperlite stability outsole and seven new chevron comfort spikes; rainsport/drysport waterproof technology, and a 30-day comfort and 2-year waterproof limited warranties.

To view the entire Callaway Golf Mother's Day Gift Guide, visit:

<http://www.callawaygolf.com/Global/en-US/Articles/MothersDayGiftGuide.html>

For more information on these products and Callaway Golf's complete lineup of equipment, footwear and accessories for women and men, please visit <http://www.callawaygolf.com>. High-resolution images of all products are available for immediate download via the Media Center portion of Callaway Golf's website: <http://www.callawaygolf.com/Global/en-US/MediaCenter.html>. Course activation costs apply for uPro Go courses.

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 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. For more information, visit www.callawaygolf.com.

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