



## Callaway Golf to Introduce Spring 2011 Apparel at PGA Championship

### Staff Professional Alvaro Quiros to Wear Fan-Chosen Attire Via Callaway Facebook Poll

CARLSBAD, Calif., Aug 02, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the October 15 retail launch of its Spring 2011 apparel line for men and women. To showcase the new clothing line, Callaway is hosting an interactive poll on the Company's Facebook page that allows the public to determine which outfits Callaway Staff Professional Alvaro Quiros wears while competing in the upcoming PGA Championship. Professional golf's fourth and final major tournament of the season, the PGA Championship will be held from August 12-15 at Whistling Straits G.C. in Kohler, Wisconsin.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/40578/>

Recognized worldwide for its performance-enhancing and championship-winning golf equipment, Callaway's passion for innovation is weaved throughout its Spring 2011 apparel line. Working with apparel partner Perry Ellis International, Callaway Golf's new offerings feature technology-infused fabrics and contemporary styles, all of which complement the Company's commitment to breakthrough performance. Supporting the launch of Callaway's Spring 2011 line are large, full-color billboards featuring Alvaro Quiros that will be on display in highly visible locations in New York City throughout the month of August.

The Spring 2011 line of Callaway Apparel represents a major step forward in head-to-toe fashion from an authentic golf brand. Callaway's new offerings for men and women are attracting attention from Tour players around the world, underscoring the benefits experienced by those facing the most intense competition and conditions. Combining forward-looking designs with performance features such as Moisture Wicking and Ultra-fine Micro Denier Fabrication to ensure comfort, Callaway provides golfers the ability to concentrate on their game while looking their best.

"We're excited to deliver a sophisticated and innovative selection of designs in our Spring 2011 apparel line," said John Melican, Senior Vice President, Soft Goods, Licensing, and New Business, Callaway Golf. "While other apparel companies branch into golf from the worlds of fashion or athletics, Callaway is an authentic golf brand that offers players fashion from a true golf perspective."

Images of Quiros dressed in eight select pairings from the Spring 2011 apparel line are currently posted on Callaway Golf's Facebook page, <http://www.facebook.com/Callaway>. Through Monday, August 9, golf fans are encouraged to visit Callaway's Facebook page to vote for their favorite attire. Quiros, already regarded as one of the best-dressed players on Tour, will wear the four ensembles receiving the most votes while competing in the PGA Championship.

A professional since 2004, Alvaro Quiros boasts four career victories on the PGA European Tour. In May, Quiros won the 2010 Open de Espana in his native Spain and more recently carded an impressive T-11 at The Open Championship at St. Andrews. The longest hitter on the European Tour, Alvaro has led the Tour in average driving distance each of the last three years. In 2009, he averaged 314 yards off the tee.

To vote and help determine the attire that Quiros will wear during the PGA Championship, please visit the Callaway Golf Facebook page: <http://www.facebook.com/Callaway>. For more information on Callaway Golf's complete lineup of apparel, footwear, accessories, and equipment, please visit [www.callawaygolf.com](http://www.callawaygolf.com).

**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 apparel, footwear and 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 [shop.callawaygolf.com](http://shop.callawaygolf.com).*

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