



Callaway Golf Introduces Next Generation upro GPS Device

Callaway upro mx Ushers in New Standard in Golf GPS with Multi-Gesture Touch Screen, 25,000 Preloaded Courses and No Annual Fees

CARLSBAD, Calif., Jan. 27, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today revealed its next generation golf GPS device, the Callaway **upro mx**. A successor to the Company's acclaimed original **upro** device, which earned a Best of What's New Award from *Popular Science*, the Callaway **upro mx** sets a new standard for innovation in the category with a host of intuitive technological advancements. The device introduces a full-color Multi-Gesture Touch Screen and a precise Optical Finger Navigation system so golfers can easily navigate the deep feature set with the swipe of a finger. Pre-loaded with more than 25,000 courses from the Company's global database, the **upro mx** allows golfers to use the GPS device's offerings straight out of the package. Additionally, Callaway **upro mx** is the only dedicated golf GPS system on the market that offers hi-resolution actual aerial photography of each golf course. Available in May for a new product introduction retail price of only \$199, the **upro mx** features no annual fees.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/46337/>

"The Callaway **upro mx** is a major step forward in the golf GPS category, delivering the best user experience and the most robust feature set in the sport," said Joey Balardeta, Vice President, Integrated Devices, Callaway Golf. "No other golf GPS device comes close to offering such premium technology in this price range."

In addition to the improved navigation features debuting in the Callaway **upro mx**, the Company has developed a simplified online process for downloading content to the device. Some of the on-course features include the Virtual Green View, which uses a proprietary imagery process to show the green and the surrounding area in vivid detail, including exact putting distances. SmartView(TM) displays the ideal view for the upcoming shot based on the golfer's position on the course, while two other views are also available at the press of a button. Beyond the device's comprehensive list of standard features, ProMode(TM) offers an enhanced feature set, including TV-style video flyovers that provide an advantageous perspective for each hole layout, and AnyPoint(TM) Technology, which provides golfers accurate distances from any location on the golf course.

The Callaway **upro mx** comes standard with Scoring Plus(TM), allowing players to keep a group scorecard, note personal stats and even record individual shot tracking. Golfers will be able to sync this tracked data to a new, integrated web site that Callaway will launch simultaneously with the device in May. This web site will offer a variety of ways golfers can further explore their golf game after each round.

The Callaway **upro mx** features a full-color 2.2" LCD screen in a conveniently compact profile, weighing only three ounces. No annual fees are required after purchase so consumers will immediately have access to both Basic Mode and GoMode. ProMode(TM), which grants access to some of the device's more advanced technology features, including hi-resolution aerial photography, will be available for an additional fee.

A product video and high-resolution images of the Callaway **upro mx** can be downloaded by visiting: <https://file.callawaygolf.com> (Username: callawaypress; Password: razr11)

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 or shop.callawaygolf.com

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