



## Odyssey Unveils New D.A.R.T. Technology

### New Putters Feature 'Visionary' Alignment Aid Based on Gestalt Effect Theory

CARLSBAD, Calif., Feb. 3, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the February 18 retail availability of the new Odyssey(R) D.A.R.T.(TM) line of putters, featuring a groundbreaking target alignment system from the #1 Putter in Golf(R). Odyssey's Direction and Realignment Technology (D.A.R.T.) utilizes a dart-like pattern on the top of the putterhead to easily align the center of the putter face with the target when addressing the ball.

To view the multimedia assets associated with this release, please click:

<http://multivu.prnewswire.com/mnr/odyssey/46338/>

"D.A.R.T. works via a two-step process," said Austie Rollinson, Principal Designer for Odyssey. "First, the eyes align the putter to the target using the straight lines on the top of the putterhead. From there, the mind's eye completes the realignment by placing the apex of the D.A.R.T. design at the center of the golf ball. This ensures that the face of the putter is in line with the target and promotes consistent contact with the center of the face for greater distance control. The original 2-Ball putter was a revolutionary step in using the golf ball as an alignment aid, and D.A.R.T. is an evolution of that technology."

The D.A.R.T. design is based on the brain's ability to complete images that the eye doesn't at first see. In this case, the mind completes the apex of the dart device in the center of the ball, ensuring the most accurate alignment possible. Just a one-degree misalignment on a 12-foot putt is the difference between a make and a miss.

"The completion of the D.A.R.T. device at the center of the ball is the key component to this new alignment technology," Rollinson added. "In designing the D.A.R.T. putters we examined the Gestalt Effect, which was developed in the late 1800s and is based on a theory that our senses have the capability to visually create whole forms rather than just a collection of simple lines and curves. The Odyssey D.A.R.T. putter utilizes this effect using multiple lines to create an image that refines alignment and helps golfers make more putts."

Also featured in the D.A.R.T. line of putters is Odyssey's newest multi-layer insert, White Ice, which has been fine-tuned to enhance sound, resiliency and consistency. The inner core of the insert is 19.65 percent firmer to enhance feel and 92 percent stiffer for better resiliency, which leads to consistent distance control. The face surface of the White Ice insert has been roughened to enhance sound at impact with today's softer golf balls and to increase friction to promote forward roll. Adjustable weighting allows golfers to optimize their putters with three interchangeable options to dial in the perfect feel.

Odyssey is the #1 Putter across the world's major professional tours in wins, usage and top-10 finishes. The new D.A.R.T. line of Odyssey putters will be available on February 18 and the new product introductory retail price is \$179. Two models will be available featuring D.A.R.T. technology--the D.A.R.T. standard model is a mallet with a double-bend shaft and full shaft offset, while the D.A.R.T. Blade features a crank-neck hosel and full-shaft offset.

For more information on these products and Odyssey's complete lineup, please visit [www.odysseygolf.com](http://www.odysseygolf.com). High-resolution images of all Callaway products are available for immediate download via the Media Center portion of the Company'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 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 <http://shop.callawaygolf.com>.*

CONTACT:

Tim Sweeney

Callaway Golf

(760) 804-4017

[Tim.Sweeney@CallawayGolf.com](mailto:Tim.Sweeney@CallawayGolf.com)

SOURCE Callaway Golf Company