



Callaway, Top-Flite Products Honored by Golf Digest's Ball "Hot List"

Callaway Tour i(s)/Tour i(z), HX Diablo Tour, HX Diablo and Top-Flite Gamer V2 Win Golds

CARLSBAD, Calif., April 7, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) and wholly owned subsidiary Top-Flite(R) earned four Gold Medals in *Golf Digest's* 2011 Ball "Hot List." The Ball Hot List is a comprehensive evaluation of golf balls that combines input from scientists, manufacturers, robot testing and a panel of 25 single-digit handicappers. Callaway distinguished itself with products earning a Gold Medal in all three categories: \$20 and under (per dozen), \$21-\$30, and \$40 and over. Top-Flite once again led the Innovation score with its Top-Flite(R) Gamer(TM) franchise earning its fourth straight Gold Medal.

Callaway, which dominated the equipment Hot List released earlier this year by earning more Gold Medals than any other manufacturer, was again distinguished throughout this year's ball Hot List. Leading the way for Callaway was a Gold Medal for the Tour i(s)(R)/Tour i(z)(R) models, which have both been optimized for 2011. *Digest* wrote of the 2011 Tour i Series balls, "Callaway's high moment-of-inertia (MOI), dual-core technology has proved to be a technological success." Among the 29 balls evaluated by *Golf Digest's* robot testing, the Callaway Tour i(s) ball produced more RPMs of spin on half-wedge shots than any other ball, indicating its remarkable greenside control.

In the \$20 and under category, Callaway and Top-Flite combined for two Gold Medals. Callaway's Gold was earned by the HX Diablo(TM) Ball, a soft, two-piece ball with a high-resiliency core that offers great feel and distance for a variety of swing speeds. In the ultra-competitive \$21-\$30 category, Callaway struck Gold with the new HX Diablo Tour(TM) ball, a three-piece model that earned five stars in both Performance and Innovation, and is turning heads at \$26 per dozen.

For the fourth straight year, the Top-Flite(R) Gamer(TM) franchise was distinguished with a Hot List Gold Medal in the \$20 and under category. Of this year's Top-Flite Gamer V2, *Golf Digest* stated, "this ball's technology defies its price point," and added that it's "smarter and more versatile through the bag than any ball in its category."

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.

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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