



## Callaway Golf and Justin Timberlake Launch Facebook Contest

### Father's Day-Inspired Competition to Award 25 Callaway Diablo Octane Drivers Grand Prize Winner and Guest to Meet Timberlake, Play His Mirimichi Golf Course

CARLSBAD, Calif., May 25, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) and Justin Timberlake announced today that they are teaming up to offer two lucky golfers a once-in-a-lifetime golf experience. Timberlake, a Callaway Golf staff professional since 2008, will meet the contest's grand prize winner and a guest, and they will be treated to a round at Mirimichi, Timberlake's world class golf course in Millington, Tenn. The winner and guest will meet and hit golf balls with Justin Timberlake. They will also enjoy a custom fitting experience for a full set of premium Callaway clubs and play 18 holes on Mirimichi's Championship Course. The contest launches today on Callaway's Facebook page ([Facebook.com/Callaway](http://Facebook.com/Callaway)), where participants can also win one of 25 Callaway Diablo Octane Drivers, the powerful new club that is Timberlake's current driver of choice.

The contest, called "Tee Off with Diablo Octane and Justin Timberlake," will unfold during the lead-up to Father's Day and celebrates the strong relationships that develop on the golf course. Timberlake was first introduced to the game by his dad, Paul Harless, on the Mirimichi course that they now own together. Over the years, playing together and enjoying time on the golf course has strengthened the bond between them. Callaway's contest encourages fans to share an emotional and entertaining story that describes how the game of golf has brought them closer to someone in their life.

The grand prize winner and guest will meet and have a range session with Justin Timberlake. In addition, they will be custom fit for full sets of premium Callaway clubs at Mirimichi's Callaway Performance and Learning Center before enjoying a round at the world class facility's Championship Course.

"I'm excited to team up with Callaway and celebrate the unique way that golf brings people together," said Timberlake. "With Father's Day approaching, there are a lot of golfers like me thinking about their dads and those who first taught them how to play. It will be fun to select a winner, and for those who win the Diablo Octane Driver, that club has been in my bag for a while now and packs a serious punch."

To enter the contest, fans need to enter a written submission on Callaway's Facebook page of up to 100 words by June 19, 2011, the contest's closing date. Uploaded photographs are optional with submissions. In July, Callaway will announce 25 finalists and the grand prize winner will then be chosen by popular vote on Facebook. All 25 finalists will be awarded a new Callaway Diablo Octane Driver, the first club made with a groundbreaking ultra lightweight material called Forged Composite(TM) that Callaway co-developed with Automobili Lamborghini.

For more contest details and complete entry and residency requirements, participants should check the official rules before entering. No purchase is necessary, but some entry restrictions do apply. Entrants must be over 18 to enter.

For specific information regarding the Diablo Octane Driver, please visit [www.callawaygolf.com/power](http://www.callawaygolf.com/power). High-resolution images of all products are available for immediate download via the Media Center portion of Callaway Golf'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®, Odyssey®, Top-Flite®, and Ben*

Hogan® 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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