



Callaway Announces Openings of Two New Performance Centers

South San Francisco and Myrtle Beach Locations Provide Custom Fitting for Golfers of All Skill Levels

CARLSBAD, Calif., June 9, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the opening of two new Callaway Performance Centers--one at Golf Mart in South San Francisco, Calif., and another at Golf Dimensions in Myrtle Beach, S.C. The South San Francisco location opened on May 12th, while the Myrtle Beach location is scheduled to open its doors in July. They are the 15th and 16th Callaway Performance Centers to open in the United States.

Callaway Performance Centers offer a specialized custom fitting experience to help golfers optimize their game. Utilizing the patented Callaway Performance Analysis System(TM) (CPAS), the same technology used by players like Phil Mickelson and Ernie Els, Callaway's custom fitting process ensures that golfers of all abilities are playing equipment tailored to their swing needs and ability.

"Many golfers believe that a custom fitting benefits only professionals or top-level amateur players, but that is hardly the case," said Randy Peterson, Callaway's Director of Fitting & Instruction. "Players of all ability levels will see marked improvement in their game by using equipment that is suited to their specific swing characteristics. By adding a Callaway Performance Center in a golf-loving city like South San Francisco and the golf hotbed of Myrtle Beach, more players will have access to the benefits of our proven technology. These are exciting additions to our growing list of Performance Center locations."

The CPAS System employs high-speed optics and ball-flight simulators, while a projector displays an analysis of each golfer's launch conditions--ball speed, launch angle and spin rates. In addition, the system measures the path angle and the golfer's angle of attack to the ball, utilizing 3D imagery and precision software designed by Callaway's world-renowned Research & Development department.

Callaway's proprietary OptiFit® and I-Mix® Fitting System technology allows golfers to test the manufacturer's equipment in a myriad of shaft and clubhead combinations quickly and efficiently. Never before have everyday golfers benefited from such high-tech proprietary equipment to improve their performance and enjoyment on the golf course.

The Callaway Performance Center that recently opened within the flagship Bay Area Golf Mart Superstore is conveniently located just two miles from San Francisco Airport and 20 miles from downtown San Francisco. The Golf Mart Superstore boasts 26,000 square feet of retail space, a 1,000 square-foot putting green, seven fitting bays, a full repair center and a 90-day satisfaction guarantee.

The Golf Dimensions Callaway Performance Center will be located at the Barefoot Resort property in Myrtle Beach, South Carolina. The sprawling 2,300-acre resort includes four world-class golf courses, bike trails, walking paths, oceanfront beach shuttle service during the peak summer season, and South Carolina's largest swimming pool.

The full list of Callaway Performance Center locations in the US includes:

Callaway Golf Headquarters - Carlsbad, CA

The Callaway Golf Center - Las Vegas, NV

The Indian Wells Golf Resort - Indian Wells, CA

Neshanic Valley Golf Course - Neshanic Station, NJ

Golfdom - Tyson's Corner, VA

The World of Golf - Manhattan, NY

Troon North Golf Club - Scottsdale, AZ

The Golf Stop - Overland Park, KS

The David Leadbetter Academy - Orlando, FL

ANNIKA Academy - Reunion, FL

Barton Creek Resort & Spa - Austin, Texas

Golf by Design - King of Prussia, PA

Mirimichi - Millington, TN

Roger Dunn - Santa Ana, CA

Golf Mart - South San Francisco, CA

Golf Dimensions - Myrtle Beach, SC (Opening July 2011)

For more information and detailed addresses for each Callaway Performance Center location, please visit:

<http://www.callawaygolf.com/Global/en-US/CustomFitting/PerformanceCenters.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 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 or shop.callawaygolf.com. Performance centers are operated under an agreement with Callaway Golf Sales Company.

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