



Callaway Golf Introduces New Forged Wedges

Roger Cleveland Designs Feature New Finishes and Tour-Proven CC Groove

CARLSBAD, Calif., Feb. 23, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) announced the retail availability of its new Callaway Forged Wedges. The latest creation from Callaway's Chief Designer, Roger Cleveland, the Callaway Forged Wedges debut two new finish options—Copper and Trivalent Dark Chrome—and feature the Company's Tour CC Grooves. Widely regarded to have the highest-spinning grooves in golf, Callaway wedges have become extremely popular with tour players around the world, including those being paid to play products made by other equipment manufacturers.

Forged from 1020 Carbon Steel for soft feel, Callaway's new wedge features traditional styling with a higher toe and straighter leading edge for a square look at address. The Trivalent Dark Chrome finish produces a smoky, muted look that helps reduce glare, while the new Copper finish is designed to oxidize over time for a distinctive look.

"This new Callaway Forged wedge is the result of 30-plus years spent working with the top players in the world; guys like Phil Mickelson and Ernie Els," said Cleveland. "We've had great success both on tours around the world and with everyday amateur players with the C-Grind Sole on our previous wedges—the X-Forged and the JAWS—so we're incorporating that same design, but with a twist: we've softened the leading edge to be straighter and smoother, which will satisfy golfers who have been asking for that look."

The blended C-Grind® sole is a softer, more gradual 'C' shape to provide increased versatility for pinpoint shot-making by relieving the heel and reducing the width of the sole. This modified C-Grind sole enables golfers to lay the face open while effectively reducing the bounce angle, allowing for proper contact and maximum spin and control. In addition, each wedge loft offered in the Callaway Forged Wedge line has been paired with the ideal bounce to provide optimal turf interaction and versatility for creative shot-making.

"The key merits of a wedge are its performance, looks, shape, the geometry of the sole, the grooves, and the materials," said Cleveland. "The new Callaway Forged Wedge is made from a soft forging, which is what gives it great feel. I also made the face area bigger by dishing out the par area and taking a higher toe. That may seem like a little thing, but it's huge to me in that it opens up the face and gives the player more confidence at address. And this model will definitely appeal to players who are looking for lower bounce options from Callaway wedges."

Callaway Tour CC grooves can only be found in Callaway's forged wedges and irons and are crafted through a proprietary process. The 21 tightly spaced, conforming grooves feature sharper edges due to a Triple Net Forging process, providing ideal trajectory and distance control. Maximum conforming groove capacity ensures moisture is swept away, so that more edges come in contact with the ball to maximize friction and increase spin.

Callaway Forged Wedges come in loft offerings of 52 degrees, 54 degrees, 56 degrees, 58 degrees, 60 degrees and 64 degrees. The wedges feature a new product introduction retail price of \$119 (with a True Temper Dynamic Gold S300 steel shaft). Left-handed wedges are also available in both the Copper and Trivalent Dark Chrome finishes, with the exception of the 64 degrees, which is available only in the Chrome finish.

"The patina in the finish of the copper wedge is intended to look better the more you play with them," said Cleveland. "It's a copper plating, so you will wear through the copper as you play and leave a wear mark that looks really cool."

For more information on these products and Callaway Golf's complete lineup of golf equipment, apparel, footwear and accessories, please visit www.callawaygolf.com. High-resolution images are available for download via the Press Center page: www.callawaygolf.com/PressCenter

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 or www.shop.callawaygolf.com.

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