



Odyssey Debuts New Metal-X Putters

Putter Line Features Newest Insert Technology With Dual-layered, Textured Insert

CARLSBAD, Calif., March 20, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today announced the April 13 retail availability of the new Odyssey® Metal-X™ line of insert putters, representing the latest in the brand's storied history of game-changing innovations surrounding the most important club in the bag. With a lightweight aluminum face in front of a urethane backer layer, Metal-X putters provide golfers the crisp feedback of a metal striking surface with the benefits of a softer feel for optimal touch. Aesthetically pleasing with a sleek midnight black finish, the putters also offer a textured face that delivers a truer, more consistent roll.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/46344/>

"The idea for the new Metal-X putters came from working with several Tour players who liked the look and performance of our putters, but wanted the feel of a more metallic face," said Austie Rollinson, Principal Designer for Odyssey Putters. "We took their feedback and decided to create an aluminum face with a urethane backing layer in order to maintain a lightweight face that helps us optimize the weight distribution in our designs."

However, in an effort to improve feel and performance, Rollinson added another key feature. The lightweight aluminum outer layer on the Metal-X putters has a face pattern unlike any other putter in golf, with oval depressions that create a mechanical lock with the ball's dimples at impact. This mechanical lock creates more friction, which delivers a lower launch with optimized topspin for reduced skidding and the truest roll in the game through steady ball deceleration. The urethane inner layer provides soft touch and saves weight to optimize performance. Together, the two layers combine for crisp responsiveness and sound.

"The texture on the face does two things -- it reduces surface contact and increases edge contact between the face and the ball. Reducing the surface contact during impact helps us create a solid, yet soft, sound at impact. That sound equates to feel, so it's a great feeling insert," Rollinson explained. "I came up with the oval design on the aluminum insert to also create a lot of edges, which increases the friction between the face and the ball and helps create a very smooth and consistent roll."

Taking specific feedback from Tour players, Rollinson incorporated a midnight black finish to increase durability and reduce glare on sunny days. First introduced on professional tours in early February, Metal-X putters have already been put in play by numerous players, including PGA Tour pros J.B. Holmes and Danny Lee. In fact, in the very first week of its availability on the European Tour, 13 players put various Metal-X models in play.

"Feedback from Metal-X's first few weeks on the world's tours has been phenomenal," said Chris Koske, Global Director of the Odyssey Business. "Every tour professional we have spoken to has told us not only how good the insert feels, but also about how the ball seems to hug the green."

Each Metal-X putter comes standard with a Lamkin® 3GEN® Pistol Grip, made of Lamkin's proprietary 3GEN material, which is their softest synthetic rubber compound and reduces vibration without dulling the feel of the putt. The material allows golfers to keep their forearms relaxed, apply very light grip pressure, and minimize hand tension for smooth, consistent strokes.

The Metal-X putters will be available on April 13 in a wide variety of models. Core models (#1, #6, #7, #8, #9, and Rossie) will be available for a new product introduction retail price of \$149; 2-Ball and D.A.R.T. models will be available for a new product introduction retail price of \$179; and Belly and Long Metal-X putters will be available for a

new product retail price of \$189. (The D.A.R.T. and #7 Metal-X models will be available in both Belly and Long putters, while the #1 will be available in a Belly model.)

For more information about the Metal-X Series of Putters, please visit <http://www.odysseygolf.com/metal-X>. For more on Odyssey's line-up of popular Belly and Long putters, please visit www.odysseygolf.com/bellyputters, and to see Odyssey's complete product lineup, please click here: www.odysseygolf.com.

High-resolution images of all Odyssey products are available for immediate download via the Press Center portion of the Company's website: 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® and Top-Flite® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

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