



Odyssey Introduces Premium Line Of ProType Black Putters

1025 Carbon Steel Milled Putters Offer Stealth Look, Unmatched Feel in Tour-Proven Models

CARLSBAD, Calif., Aug. 29, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today introduced the new Odyssey® ProType Black™ line of milled, carbon steel putters at the Company's national sales meeting, taking place north of San Diego. Crafted for the best players in the world by Odyssey's award-winning design team, the ProType Black line features heads with a black PVD finish, black powder coat steel shafts, and a black, seamless grip giving the premium collection a distinctively stealth look. The 1025 Carbon Steel designs incorporate feedback from hundreds of Tour professionals around the world and offer an unprecedented integration of look, sound and feel from the #1 Putter in Golf®.

Odyssey's ProType Black putters will debut in three head shapes, each of which has delivered trophy and jacket-winning results on the professional tours. The putters are made from 1025 Carbon Steel, producing similar performance characteristics to stainless steel, but with a softer feel. The face of each putter features a deep, sharp milling pattern designed to increase interaction between the face and the ball for better feel, a truer roll and increased consistency.

"Our new ProType Black putters may be the coolest, most premium designs we've ever developed, and it was great to see the enthusiasm of our sales force when they were unveiled," said Austie Rollinson, Odyssey's Principal Designer. "The ProType Black line is born from feedback given by the world's best players, which yielded features such as thinner top lines and thicker faces, and the forged-milled 1025 Carbon Steel offers a uniquely soft feel and the crisp feedback that golfers have come to expect from our ProType series. The midnight black finish and black powder coat shafts combine to give golfers a cool look that is becoming increasingly popular across a number of industries."

Odyssey is the #1 Putter across the world's major professional tours in wins, usage and top-10 finishes. The ProType Black line will arrive at retail on October 12 in three models, #2, #9 and 2-Ball. The new product introduction retail price for the blade models is \$269 and \$299 for the 2-Ball.

For more information about Odyssey putters, follow the #1 Putter in Golf on Facebook at www.facebook.com/odysseygolf, or visit the Company's website: www.odysseygolf.com.

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® and Odyssey® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

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CONTACT:

Tim Buckman
Callaway Golf
(760) 804-4133

Tim.Buckman@CallawayGolf.com

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