



Callaway Golf Announces Big Bertha Alpha 815 Driver

CARLSBAD, Calif., Oct. 7, 2014 /PRNewswire/ -- Today Callaway Golf Company (NYSE: ELY) officially announced the new Big Bertha Alpha 815 Driver, a club that establishes a new driver category. The Big Bertha Alpha 815 Driver gives golfers the benefit of maximum distance from low spin and forgiveness. While low driver spin has previously come at the expense of forgiveness, Alpha 815 has changed that pattern by giving players both characteristics in one club.

Photo - <http://photos.prnewswire.com/prnh/20141006/150596>

Callaway also announced today the Big Bertha Alpha 815 Double Black Diamond Driver, designed for better players to maximize distance through extreme low spin.

Both drivers will be available at golf retailers nationwide and on www.callawaygolf.com on November 13, 2014.

In conjunction with today's announcement, the company launched this web page: <http://www.callawaygolf.com/berthawill> and a suite of original content to highlight the new products.

Big Bertha Alpha 815 Driver

-Introduction video: <http://youtu.be/ZtYRSWqKH8A>

-Callaway Talks: <http://youtu.be/6nRqA9UIEhk>

Big Bertha Alpha 815 DD Driver

-Callaway Talks: <http://youtu.be/vDcFVs55we0>

About Callaway Golf

Callaway Golf Company (NYSE: ELY) creates products 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® and Odyssey® brands worldwide. For more, please visit <http://www.CallawayGolf.com>

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