



Callaway Golf Announces Chrome Soft Golf Ball

CARLSBAD, Calif., Dec. 16, 2014 /PRNewswire/ -- Today Callaway Golf Company (NYSE: ELY) officially announced the new Chrome Soft Golf Ball, a product the company says will completely redefine golf ball performance and change the category.

Photo - <http://photos.prnewswire.com/prnh/20141216/164668>

Chrome Soft is the only ball that has the new proprietary SoftFast Core with low compression and the Tour Urethane cover. This leads to low spin off the tee for incredible ball speed and distance, a low 65 compression to compress the ball on iron shots for incredibly soft feel, and excellent control for aggressive shots into the green. With Chrome Soft, golfers no longer have to choose between great feel and hitting the ball farther.

To support today's product introduction, the company launched this webpage <http://cmp.callawaygolf.com/chrome-soft/> along with a suite of original content, including:

This Chrome Soft product video - <http://youtu.be/5Ec8ImVj904>

And this new episode of Callaway Talks - <http://youtu.be/Yjnp8q7jNbc>

Chrome Soft will be available at golf retailers nationwide and on www.callawaygolf.com on January 16, 2015 for \$37.99 per dozen.

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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