



Callaway Golf Debuts Weekly Talk Show, Callaway Live

An Industry First, Callaway Live Debuts Tonight at 6:00 P.M. PST With Guest Dick Enberg

CARLSBAD, Calif., May 18, 2015 /PRNewswire/ -- Tonight at 6:00 P.M. PST Callaway Golf Company will embark upon an ambitious new content marketing endeavor: a 25-minute talk show broadcast live from a fully equipped studio at the company's global headquarters in Southern California. Called *Callaway Live*, the weekly show will feature unscripted conversations with public figures from the sports, arts, entertainment, media and business worlds who share a passion for golf.

Callaway Live is captured before a studio audience, and will be streamed on the company's web site, on partner sites and across social media channels. Viewers can tune in at CallawayGolf.com/CallawayLive

Confirmed guests include former Ford CEO Alan Mulally and Jon Leiberman, News Correspondent for the Howard Stern Show. Legendary announcer Dick Enberg, who has done play-by-play for the Olympics and nine Super Bowls, among numerous other major sports events, will headline tonight's premiere episode of *Callaway Live*.

"Callaway Live is about unscripted and lively conversations with people connected to the game," says Harry Arnett, Callaway's SVP Marketing. "We're able to give our audience access in a modern format to suit their viewing behavior."

Callaway Live represents the continued evolution of the company's content marketing strategy, which centers on rapid and efficient content production -- and digital distribution -- to better match the consumption habits of many modern golfers.

About Callaway Golf

Callaway Golf Company 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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