



## Callaway Golf Announces New Apex Irons and Hybrid

CARLSBAD, Calif., Sept. 29, 2015 /PRNewswire/ -- Today Callaway Golf Company (NYSE: ELY) officially announced new Apex Irons, new Apex Pro Irons, and Apex Hybrids. The new Apex clubs, which will be available to golfers by the end of the month, advance the Apex product line that is widely regarded as establishing a new performance standard in the iron category since it launched two years ago.



In the new Apex Irons, Callaway for the first time has precision engineered its industry-leading face cup technology into a forged iron to promote increased distance. This set also features a multi-piece construction with more offset in the longer irons, a more compact shape with less offset in shorter irons, and advanced forging for incredibly soft feel.

The new Apex Pro Irons are a forged performance set built specifically for skilled players. They incorporate Tour influenced shaping and design with a classic look, progressive flow weighting that optimizes Center of Gravity (CG) for playability and control, and soft feel that better players prefer.

And the Apex Hybrid is the first hybrid for the Apex and Apex Pro player. It has a longer, more iron-like blade length with a Neutral CG bias, controlled ball flight, and workability from precision shaping. The new hybrids also deliver high ball speeds from a forged face cup, and an Internal Standing Wave that helps move the CG for versatility on various shots.

Live now, the Callaway Apex webpage features a suite of multi-material content related to the new products, including product videos, imagery and more: [www.callawaygolf.com/apex](http://www.callawaygolf.com/apex)

The new Apex Irons (available lofts: 3-SW) and new Apex Pro Irons (available lofts: 3-AW) will be available at retail on

October 30, and golfers can pre-order them starting October 16 on Callawaygolf.com. Both iron sets will have a retail price of \$1,199.99 for steel shafts and \$1,399.99 for graphite shafts. The new Apex and new Apex Pro sets will both have a wide selection of no upcharge shaft options, including popular shafts on Tour.

The Apex Hybrid (available lofts: 2H-5H) will be at retail and online on CallawayGolf.com on December 4, and golfers can pre-order them starting October 16, with a retail price of \$219.99 each.

**Media-Specific Assets:**

New Apex Irons: <http://www.callawaypresscenter.com/portfolio-item/apex-cf-16-irons/>

New Apex Pro Irons: <http://www.callawaypresscenter.com/portfolio-item/apex-pro-16-irons/>

New Apex Hybrids: <http://www.callawaypresscenter.com/portfolio-item/apex-hybrid/>

**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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