



## Rock Ishii Joins Callaway Golf Ball R&D

CARLSBAD, Calif., Nov. 3, 2016 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) announced today it has fortified its golf ball R&D division with the addition of industry veteran Hideyuki "Rock" Ishii as Sr. Director, Advanced Golf Ball Research. Ishii brings 25 years of golf product development experience, including 15 years with Nike Golf, during which he was responsible for the design of every Nike ball. To date, 25 Major Championships have been won by athletes Ishii worked with on golf ball design and fitting.

No brand has been more innovative in the ball category of late than Callaway, with products like Chrome Soft and Supersoft exceeding golfers' expectations for feel, spin, distance and control. According to Golf Datatech, Callaway is the fastest growing major golf ball brand since 2013.

"Adding Rock to our already exceptional ball team will strengthen our ability to investigate new construction methods and improve our evaluation of golf ball performance," said Dr. Alan Hocknell, Callaway's SVP of R&D, "leading to better products for golfers at every level."

At a time when other golf companies are consolidating resources, Callaway is investing in order to continue bringing new innovations and better performing products to market. Just last month Callaway acquired Toulon Design, a boutique clubmaker specializing in premium putters that artfully combine beautiful design with meaningful performance technology.

"By further investing in R&D, at a time when we believe others are or will be forced to pull back, we view this as an excellent opportunity to further strengthen our technical position and build for the future," said Chip Brewer, President & CEO, Callaway Golf.

### **About Callaway Golf**

*Through an unwavering commitment to innovation, 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 information please visit [www.callawaygolf.com](http://www.callawaygolf.com).*

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