



Odyssey Golf Introduces Stroke Lab Putters

January 4, 2019

Revolutionary New Stroke Lab Platform Is Designed To Change Performance Dynamics For A More Consistent Stroke

CARLSBAD, Calif., Jan. 4, 2019 /PRNewswire/ -- Odyssey, the #1 Putter in Golf, today announced its new line of Stroke Lab putters, featuring the Company's innovative new Stroke Lab weight distribution to improve performance dynamics for a more consistent putting stroke. These putters will be available nationwide on February 8, 2019.

Stroke Lab putter line helps improve the stroke through a profound change in weight distribution made possible by an innovative new shaft*. This is a completely new approach to putter weighting, and only Odyssey has it.

The Stroke Lab shaft is a full 40 grams lighter** made possible by an innovative new multi-material shaft design that combines a graphite body with a steel tip to net out at just 75g, with most of the mass concentrated in the tip. We've redistributed that saved weight by adding 10g to the head in the form of two sole weights, and adding 30g to the grip-end via a 10g-lighter grip and 40g end-weight.

The effect of Stroke Lab's innovative weight distribution on the stroke is dramatic. Odyssey studies indicate improvements in the consistency of backswing time, face-angle at impact, ball speed, and ball direction*.

Feel for the putterhead becomes more acute, helping the golfer repeat the same, smooth stroke time after time.

Stroke Lab putters are targeted at any golfer who wants to putt better (that's everyone). The Stroke Lab lineup consists of 10 great shapes -- six mallets and four blades -- all with our newest White Hot Microhinge insert for smooth roll and great feel, in a choice of pistol grip or oversize grip.

Stroke Lab has already won across the major worldwide Tours, including Phil Mickelson's victory at The Match, Danny Willett's victory at the DP World Tour Championship, and Thomas Pieter's win at the World Cup of Golf.

Key Points

Multi-material Stroke Lab Shaft for Innovative Weight Distribution

Tip-heavy graphite and steel shaft saves 40 grams* that's relocated into each end of the putter to change performance dynamics.

Slightly Stiffer and Lower Torque for Increased Control

The Stroke Lab shaft is slightly stiffer and lower torque compared to standard putter shafts for to better control the slightly heavier head.

Sole Weights and Grip Weight for a Smooth and Accurate Stroke

Additional weight in the sole and butt-end of the grip change the putter's dynamics to help golfers consistently repeat a smoother and more accurate stroke.

White Hot Microhinge Face Insert for a Great Feel and Smooth Roll

Combines legendary White Hot feel with dozens of microhinges embedded across the face that promote topspin for smooth roll and acute distance control.

Models & Pricing

The new Stroke Lab lineup boasts a variety of proven mallet and blade shapes at MAP \$249.99:

#7, #7S, Marxman, Marxman S, 2-Ball Fang, 2-Ball Fang S, Red Ball, Red Ball S, Tuttle, Tuttle Flow, V-Line, V-Line ang S, V-Line CS, #2, #3; #9, Double Wide and Double Wide Flow.

*Improvement claims based on comparison testing versus an Odyssey #7 putter.

** Compared to a standard Odyssey steel putter shaft.

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 bags, accessories and apparel in the golf and lifestyle categories, under the Callaway Golf®, Odyssey®, OGIO® and TravisMathew® brands worldwide. For more information please visit www.callawaygolf.com, www.odysseegolf.com, www.ogio.com, and www.travismathew.com.

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