



## **Callaway Golf Staff Professional Bruce Fleisher Sets Records In Fourth Victory Of 2000 Season**

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CARLSBAD, CA., July 31, 2000 – For the third time this season, Callaway Golf (NYSE: ELY) Staff Professional Bruce Fleisher has successfully defended his title in a Senior PGA Tour event, this time doing it in record-setting fashion. Leading the Lightpath Long Island Classic from start to finish, Fleisher's first-round 63 set a course record at Meadow Brook Club in Jericho, NY, and his 18-under-par final score eclipsed the old tournament record by two strokes.

Fleisher hit every fairway during the record first-round performance, and he led the field in driving accuracy for the entire 54-hole tournament. The \$225,000 winner's check puts Fleisher atop the senior money list with \$1,837,906, and his four victories this year are the most for any player on the Senior PGA Tour.

In another noteworthy achievement for Callaway Golf, the reigning men's NCAA Golf champion used Callaway Golf® clubs to shoot four rounds in the 60s and post the best finish of his brief professional career. Using a prototype Callaway Golf driver and Steelhead™ X-14™ Irons, this exceptional young player shot a final-round 66 to finish third at the PGA Tour's John Deere Classic – just one stroke out of a playoff. The winner of the playoff used a Steelhead Plus™ 3-wood and an Odyssey® TriForce® 3 Putter.

As he has all season, Fleisher used 14 Callaway Golf clubs and a Callaway Golf ball in his victory. Fleisher used a Hawk Eye® Pro Series Titanium Driver, a Hawk Eye Titanium 3-wood, a Steelhead Plus 5-wood, Hawk Eye Tungsten Injected™ Titanium Irons, Steelhead X-14 Wedges and an Odyssey Dual Force® 770 Putter, as well as a Callaway Golf "Rule 35™" Firmfeel™ ball. Fleisher and fellow Callaway Golf Staff Professional Annika Sorenstam have each won using both the Firmfeel (red logo) and Softfeel™ (blue logo) models of the "Rule 35" ball this year.

Since switching to the "Complete Performance™" of a Callaway Golf ball this year, Fleisher has increased his driving distance average by nearly 10 yards and is No. 1 on the Senior PGA Tour in scoring average. Fleisher has now posted six consecutive rounds in the 60s using the "Rule 35" Firmfeel ball.

Fleisher's win was the highlight of another impressive week on the Senior PGA Tour for Callaway Golf, as the Company's drivers, fairway woods and irons were the most-played equipment at the Lightpath Long Island Classic. Of the top 10 finishers at the event, eight used fairway woods made by Callaway Golf and five used the "Rule 35" ball.

In addition to wins on the Senior PGA and PGA tours, Callaway Golf was also part of victories on the other three major professional tours. On the LPGA Tour, the 19-year-old winner of the Giant Eagle LPGA Classic used 12 Callaway Golf clubs in earning her first professional title. She used a Hawk Eye Titanium Driver, Steelhead Plus Fairway Woods, Steelhead X-14 Irons and an Odyssey Dual Force Putter to become the youngest LPGA winner in 25 years. Callaway Golf was also victorious on the Buy.com Tour, where the winner of the Dakota Dunes Open used a driver, fairway wood and irons made by the Company, and on the PGA European Tour, where the winner of the TNT Dutch Open used a Callaway Golf fairway wood.

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*Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Great Big Bertha® Hawk Eye® Titanium Metal Woods and Hawk Eye Tungsten Injected™ Titanium Irons, Big Bertha Steelhead Plus™ Stainless Steel Metal Woods, Steelhead™ X-14™ Stainless Steel Irons, and Bobby Jones® and Carlsbad Series™ Putters. Callaway Golf Company also make*

*and sells Odyssey® putters with Stronomic® inserts, including White Hot™ and TriForce® Putters. Callaway Golf Ball Company, a wholly-owned subsidiary of Callaway Golf Company, makes and sells the Callaway Golf "Rule 35™" Firmfeel™ and Softfeel™ golf balls. For more information about Callaway Golf Company, please visit our Web sites at [www.callawaygolf.com](http://www.callawaygolf.com), [www.callawaygolfball.com](http://www.callawaygolfball.com) and [www.odysseygolf.com](http://www.odysseygolf.com).*