



## **Callaway Golf Promotes Steve Mccracken To Senior Executive Vice President Position**

CONTACT(S): Larry Dorman, Ely Callaway (760) 931-1771

Carlsbad, CA, August 28, 2000 – Callaway Golf Company (NYSE:ELY) announced today that Steve McCracken has been promoted to the position of Senior Executive Vice President. Mr. McCracken, who has been with the Company since 1994, most recently served as Executive Vice President, Chief Legal Officer and Secretary, and will continue to hold the Chief Legal Officer and Secretary titles along with his new title. The Company's legal, human resources, licensing, security and employee store functions will report to Mr. McCracken.

"Steve has long been an especially valuable member of our top management team," said Ely Callaway, Founder, Chairman and CEO of Callaway Golf. "This promotion is in recognition of the excellent counsel and direction that Steve provides us in many areas of the Company, and reflects the increased responsibility that we have placed upon him."

Prior to joining Callaway Golf, Mr. McCracken, age 49, had been a partner with the law firm of Gibson, Dunn & Crutcher where he had practiced law since graduating from the University of Virginia in 1975.

---

*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).*