



Callaway Golf #1 In All Categories At Senior Tour Event For Across The Board Equipment Sweep

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CARLSBAD, CA., February 5, 2001 – In what is believed to be an unprecedented achievement in modern professional tournament golf, Callaway Golf (NYSE:ELY) products were #1 in every category – drivers, fairway woods, irons, putters and balls – at the Senior PGA Tour event at Key Biscayne, FL, this past weekend.

The Company believes that no other individual golf equipment manufacturer in history has accomplished this feat at a professional tournament.

"This is an outstanding endorsement of all of our products by these exceptional Senior Tour golfers," said Ely Callaway, Founder, President and CEO of Callaway Golf. "We are all very proud of this achievement."

The Company does not offer any "tee-up money" to individual pros to play Callaway Golf® clubs or balls. Fourteen of the 78 Senior PGA Tour players in the field at Key Biscayne are Callaway Golf Staff Professionals who are paid to endorse Callaway Golf products and 13 professionals are under contract to play the Callaway Golf ball.

A total of 26 seniors played with drivers made by Callaway Golf – with 22 of the pros selecting the new Hawk Eye® VFT™ Titanium Driver. There were 29 sets of Callaway Golf irons in play (led by 22 sets of Steelhead™ X-14® Irons). Callaway Golf dominated the fairway wood category, with 68 of the 161 fairway woods in play compared to 36 for the nearest competitor's brand. Odyssey® Golf, a division of Callaway Golf, won the putter count with 27 putters in play compared with 9 for the two nearest competitors.

And in the week's biggest breakthrough, the new Callaway Golf ball was #1 at the event with 37 balls in play compared to 36 for the nearest competitor. This was the first time since its introduction just one year ago that the new Callaway "Rule 35™" ball has won the ball count at a professional event.

Thirty-four of the 37 golfers who chose the Callaway "Rule 35" ball played the Firmfeel™ (red logo) golf ball while 3 golfers preferred the Softfeel™ (blue logo) ball.

Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Big Bertha ERC™ II Forged Titanium Drivers, Big Bertha Hawk Eye® VFT™ and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead Plus™ Stainless Steel Drivers and Fairway Woods, Hawk Eye Tungsten Injected™ Titanium Irons, Steelhead™ X-14® and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey® Putters, including White Hot™, TriHot™, and Dual Force® Putters. Callaway Golf Company makes and sells the Callaway Golf® Rule 35™ Firmfeel™ and Softfeel™ golf balls, and the CB1™ Red golf ball. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.