



Callaway Golf's ERC II Driver #1 On PGA European Tour

CONTACT(S): Larry Dorman, Mike Galeski, Millie Speirs (760) 931-1771

CARLSBAD, Calif., March 9 /PRNewswire/ -- The ERC™ II Driver from Callaway Golf Company (NYSE: ELY - news) continued to set the pace for pro usage on the PGA European Tour this week, as 32 of the golfers in the field at the Qatar Masters chose to tee it up with this remarkable new driver.

In just nine weeks since its introduction to golfers in Europe -- where the ERC II Driver conforms to the rules of golf as administered by the Royal and Ancient Golf Club of St. Andrews, Scotland (R&A) -- the ERC II Driver has been a smash hit. And momentum for the driver has continued to build.

Overall, Callaway Golf has now been the #1 brand of driver in use in each of the last seven events on the PGA European Tour. And the ERC II Driver has been the #1 model of driver for six of those seven weeks. Significantly, Callaway Golf does not pay any "tee-up" money to professionals for using Callaway drivers, and only 48 of the 390 players who have used Callaway drivers in the seven tournaments are Callaway Golf Staff Professionals.

"We are gratified by this strong acceptance of the ERC II Driver by the pros on the European Tour," said Ely Callaway, Founder, Chairman and CEO of Callaway Golf. "We think the ERC II is the best driver we have ever created, and we are pleased that many of the pros in Europe agree with us. This extensive usage in Europe by such an impressive number of the very best players -- especially so quickly after its introduction -- is a great validation of our product."

The ERC II Driver conforms to the Rules of Golf everywhere in the world except for the United States, Canada and Mexico. In those countries, which follow the Rules of Golf as interpreted by the USGA, the ERC II Driver has been ruled non-conforming because it exceeds the USGA regulations for "spring-like effect." In those countries, Callaway Golf recommends that the ERC II Driver be used only for rounds of recreational golf.

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.