



## **Callaway Golf Introduces New HX Blue And HX Red Golf Balls Featuring The Next Generation Of Golf Ball Aerodynamics**

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CARLSBAD, CA., September 24, 2001 – Callaway Golf (NYSE: ELY) today unveiled the next generation of golf ball aerodynamics with the introduction of the new HX™ golf balls. The revolutionary golf balls will be available in two models – HX Blue and HX Red – both featuring Callaway Golf's patented new tubular lattice network for unparalleled aerodynamic performance. The HX (pronounced HEX) is the flagship of the Company's premium golf ball offerings, which also include the new CTU 30™ Blue and Red models and the CB1™ Blue and Red models.

The HX ball is the first ball to highlight the Company's latest ball technology breakthrough, our patented tubular lattice network – a criss-crossing network of tube-like projections that form hexagonal and pentagonal patterns around the golf ball. This unique configuration is more aerodynamically efficient than the traditional dimple patterns used on many golf balls, helping to create optimum trajectory and carry for golfers of all skill levels.

"Most golf balls have dimple patterns that allow for 70 to 80 percent surface coverage," said Richard C. Helmstetter, senior executive vice president of research and development and chief of new products for Callaway Golf. "Our CTU 30 and CB1 balls raised the bar to 86 percent surface coverage, which is a great advantage. Now HX takes golf ball aerodynamics to a whole new level. The patented tubular lattice network has rounded edges, eliminating the flat areas between dimples that add drag and decrease efficiency in traditional golf balls. That means each HX ball has essentially 100 percent coverage, which translates into a stronger, more reliable trajectory with better carry and roll on driver shots, plus added control over short-game shot trajectory.

"The other great advantage to the tubular lattice network is stability – it gives the HX ball tremendous performance advantages in windy conditions," Helmstetter added. "Every touring pro that tested our HX ball told us the same thing: into the wind, downwind, through crosswinds – the HX is more stable than any ball they've ever played in every type of wind. This ball holds its line in the wind like nothing we have ever seen."

Another important benefit of the HX's revolutionary design is the lack of a conventional seam. Many golf balls on the market today have a visible circular seam. When the ball is struck on this seam, it may travel farther than usual, resulting in unpredictable shot patterns – especially when playing approach shots off the fairway or out of the rough. The tubular lattice network construction lacks a traditional seam, helping ensure reliable distance control for greater confidence and enhanced consistency on every type of shot.

In addition to the technologically advanced cast thermoset urethane cover, HX construction includes a high-energy ionomer boundary layer and a large core made of tungsten-enriched rubber. The ionomer mantle layer helps transfer more energy from club to ball at high speeds, yielding more distance with woods and long irons. Because the core uses heavy tungsten in place of lighter filler materials, a higher percentage of high-grade rubber is utilized to maximize feel and distance.

The two HX models provide golfers of all skill levels with options to suit their preferences. The HX Blue has a softer feel and increased spin around the greens without sacrificing distance off the tee. Meanwhile, the HX Red has a firm feel at impact and is slightly longer on wood and iron shots while still providing superior spin on approach shots.

"The HX is a bold new ball offering that only Callaway Golf could design and manufacture," said Ron Drapeau, president, CEO and chairman of Callaway Golf. "Our research and development team has done an outstanding job in thinking outside the box and creating a product that looks, feels and plays different than any other ball on the market. We believe the HX is the best-performing golf ball in the world, and that it will deliver great enjoyment to golfers of all skill levels – from our staff

professionals to weekend warriors.”

The HX is manufactured side-by-side with the CTU30 and CB1 balls at the Callaway Golf Ball Plant in Carlsbad. Each ball is built with a strong commitment to quality and performance. Stringent quality tolerances ensure consistency from ball to ball, and only the highest-grade materials are utilized in the manufacturing process.

Callaway Golf's HX Blue and HX Red golf balls will be available in three-ball sleeves and by the dozen. The distinctive packaging includes consumer-friendly information on HX features and benefits. A three-ball sleeve carries a suggested retail price of \$14.50, and a dozen-ball cube has a suggested retail price of \$58.00. As with all of Callaway Golf's balls, both HX models conform to USGA and R&A rules and are approved for tournament play worldwide. The HX Blue and Red balls are expected to ship to retail accounts in March 2002.

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*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® HX™ Red and HX Blue balls, Rule 35® Firmfeel™ and Softfeel™ balls, the CTU 30™ Red and CTU 30 Blue balls, and the CB1™ Red and CB1 Blue balls. For more information about Callaway Golf Company, please visit our Web sites at [www.callawaygolf.com](http://www.callawaygolf.com) and [www.odysseygolf.com](http://www.odysseygolf.com)*