



Callaway Golf Expands Ian Rowden's Role In Company

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CARLSBAD, CA., September 25, 2001 -- Callaway Golf (NYSE: ELY) today announced that the Company has expanded the responsibilities of Ian Rowden, Executive Vice President of Marketing, to include responsibility for a newly created function of Product Management. In this expanded role as Chief Marketing Officer, Rowden will continue to report to Ron Drapeau, President and CEO, and will manage all product lines and their worldwide growth through four essential product groups. The product groups reporting to Rowden include 1) drivers and woods; 2) irons, wedges, and putters; 3) licensing and accessories; and 4) golf balls.

As part of the new, expanded marketing infrastructure, the Company announced some key personnel moves.

Geoff Goodman will transition from his role as Senior Vice President, Research & Development to Senior Vice President, Product Management of Drivers and Woods. Goodman, who has been with Callaway Golf since 1997, provides the strong business acumen needed to manage the product implementation process from initial development through all stages to product launch.

Matt Christiansen has been named Vice President, Product Management of Licensing and Accessories. Christiansen joined Callaway Golf in May 2001 with 17 years of experience in design, merchandising and marketing, as well as license program development and management.

John Melican has been appointed to the post of Vice President, Product Management of Irons, Wedges, and Putters. Melican joins Callaway Golf with 15 years of experience in various sales and marketing management roles. Melican was the Director of Sales Operations at Nike and has held increasing levels of responsibility for Nike over the past nine years.

"As the industry leader, Callaway Golf is committed to providing its customers with demonstrably superior and pleasing different products, and the formation of this newly created organization will ensure that we continue to bring a stream of innovative new products to market on a global basis," Mr. Rowden said. "While we are currently recruiting the appropriate individual to head the golf ball product line, we are confident of the role Geoff, Matt, and John will play in our continued success."

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 and www.odysseygolf.com