



## **Callaway Golf Appoints Ian Rowden to New Role On Senior Management Team**

CARLSBAD, Calif., Sep 12, 2002 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY) today announced the appointment of Ian B. Rowden to a new role on the Company's senior management team. Rowden, Executive Vice President of the Company, will work on key business, market, operational and strategic planning initiatives. In addition, he will assist Executive Vice President of Global Sales and Advertising, Patrice Hutin and Richard Helmstetter, Senior Executive Vice President and Chief of New Products, with the integration of the marketing and product management functions within their respective organizations.

Rowden, who will continue to report to President and CEO Ron Drapeau, joined Callaway Golf in September 2000 as Executive Vice President of Global Advertising and was promoted to Executive Vice President and Chief Marketing Officer a year ago. He was responsible for establishing the Company's product management function and expanding global brand and marketing initiatives.

"Since joining Callaway Golf, Ian has brought a depth of knowledge and experience to our global brand and marketing thinking. He has successfully led these global efforts to new levels. Ian's new position is an important addition to our senior management team as we continue to grow our business worldwide," Mr. Drapeau said.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha ERC Forged Titanium Fairway Woods, Big Bertha Hawk Eye(R) VFT(R) and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead(TM) III Stainless Steel Drivers and Fairway Woods, Hawk Eye VFT Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-14(R) and Steelhead X-14 Pro Series Stainless Steel Irons, and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putter, including White Hot(R), TriHot(R), and Dual Force(R) Putter. Callaway Golf Company makes and sells the Callaway Golf(R) HX(R) Blue and HX Red balls, the CTU 30(R) Blue and CTU 30 Red balls, the HX 2-Piece Blue and HX 2-Piece Red balls, the CB1(R) Blue and CB1 Red balls, and the Warbird(TM) golf 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).

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