



Callaway Golf Adds to Best-Selling Family of Metal Woods With Introduction of Great Big Bertha II Titanium Fairway Woods

CARLSBAD, Calif., Sep 30, 2002 (BUSINESS WIRE) -- Callaway Golf (NYSE: ELY) added to the excitement surrounding the Company's new Great Big Bertha(R) II Titanium Drivers by announcing today the introduction of a matching line of titanium fairway woods. The new Great Big Bertha II Titanium Fairway Woods are scheduled to ship to golf shops around the world in January 2003.

"These fairway woods are an excellent complement to the Great Big Bertha II Titanium Drivers," said Richard C. Helmstetter, senior executive vice president and chief of new products for Callaway Golf. "Just like the drivers, the fairway woods take full advantage of our knowledge in the field of hot-face metal wood technology. The design is geared to improve ball speed across a large section of the clubface. That means that golfers of all skill levels can achieve greater potential distance with the Great Big Bertha II Titanium Fairway Woods -- even on off-center hits."

The optimized weight distribution of the Great Big Bertha II Titanium Fairway Woods increases the Moment of Inertia (MOI) for each club, improving forgiveness and reducing twisting on off-center hits. Each fairway wood in the family has a precision-crafted weight chip located deep in the clubhead's sole to create a low center of gravity. As a result, they help launch shots on a high trajectory with lower backspin for a hot ball flight. The sleek sole design of the Great Big Bertha II Fairway Woods has been crafted to work exceptionally well from nearly any lie, from sweeping the ball off the tee or fairway to powering the ball out of the rough.

Great Big Bertha II Titanium Fairway Woods also utilize Callaway Golf's proprietary hot-face technology. This design feature allows Callaway Golf to make the face area of the Great Big Bertha II Titanium Fairway Woods extremely thin without losing strength -- helping to raise the Coefficient of Restitution (COR) and transfer energy more efficiently from club to ball. This combination of maximum COR and high MOI enhances ball speed and potential distance on shots hit across a large area of the clubface, potentially increasing ball speed even on off-center hits.

The Great Big Bertha II Titanium Fairway Woods will be available in seven models for right-handed golfers: Strong 3-wood, 3-wood, 4-wood, 5-wood, 7-wood, 9-wood and 11-wood. Left-handed versions of the 3-wood, 5-wood and 7-wood will also be available. The standard shaft offerings in all Great Big Bertha II Titanium Fairway Woods are the GBB System 60 and GBB Gems 50 graphite shafts. Each of these shaft offerings is a lightweight, low resin-content graphite shaft with high strength and exceptional responsiveness. The GBB System 60 is available in Light, Regular, Firm and Strong flexes, while the GBB Gems 50 is a ladies flex shaft. The suggested retail price for the Great Big Bertha II Titanium Fairway Woods is \$440 each.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Great Big Bertha(R) II Titanium Drivers and Fairway Woods, 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) Putters, including White Hot(R), TriHot(R), and Dual Force(R) Putters. 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 and www.odysseygolf.com.

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