



## **Callaway Golf Launches 'Great Shots' Contest; Grand Prize Includes Golf with Tour Pros at Pebble Beach**

CARLSBAD, Calif.--(BUSINESS WIRE)--May 1, 2003--Callaway Golf Company (NYSE: ELY) today announced an exciting new contest that will give the winners a chance to play in a tournament with the pros on some of the world's great golf courses. Golfers who purchase a new Great Big Bertha(R) II Titanium Driver or Fairway Wood in the United States or Canada can enter the Company's "Great Shots" contest, which will award a grand prize that will send the winner and three friends on the golf vacation of a lifetime: a trip to play in the Callaway Golf Pebble Beach Invitational with top tour professionals.

"Callaway Golf is synonymous with products that deliver more of those great shots that bring you back to the golf course time and time again," said Patrice Hutin, Callaway Golf's Executive Vice President of Global Sales and Advertising. "This contest celebrates those great shots and gives a lucky foursome the chance to hit some of their own on fantastic golf courses. We want golfers to enjoy the game and what could be more enjoyable than playing Pebble Beach with three of your friends and a pro? So we've made this our biggest promotion ever, including more than 8,000 authorized golf retail locations, and we're proud to partner with Pebble Beach to create a contest that combines two of the greatest names in golf -- Pebble Beach and Callaway Golf."

Consumers who purchase a Great Big Bertha II Titanium Driver or Fairway Wood from an authorized retailer in the United States or Canada between April 1 and June 30, 2003 will be given a chance to enter the "Great Shots" contest by describing how great shots make them feel. Entries must not exceed 20 words and will be judged by Callaway Golf to determine the grand prize winner. Complete rules for the "Great Shots" contest are available at [www.callawaygolf.com](http://www.callawaygolf.com).

The grand prize of the "Great Shots" contest is a once-in-a-lifetime trip for four golfers to play in the 2003 Callaway Golf Pebble Beach Invitational, scheduled for Nov. 18-23. The trip includes five rounds of golf at the area's legendary courses, including Pebble Beach Golf Links, Spyglass Hill Golf Course and Old Del Monte Golf Course. A top Callaway Golf Staff Professional will join the winning foursome for their rounds as competitors in the Pro-Am portion of the tournament. The grand prize also includes airfare, meals and luxury accommodations at The Lodge at Pebble Beach. Hundreds of other prizes will also be awarded, including Callaway Golf clubs, balls and accessories, as well as Odyssey Golf putters.

The "Great Shots" contest will also reward sales personnel at golf retail shops. When a consumer qualifies for the contest by purchasing a Great Big Bertha II Titanium Driver or Fairway Wood from an authorized retailer, the person who sold them the club is eligible to enter a drawing for one of five trips to play in the Callaway Golf Pebble Beach Invitational, along with hundreds of other outstanding prizes. Sales personnel can enter the drawing via a special website each time they sell a Great Big Bertha II Driver or Fairway Wood.

Interest in the "Great Shots" contest will be driven by special displays inside golf shops, along with a national print and Internet advertising campaign. The contest is built around the Great Big Bertha II Titanium Driver and Fairway Woods. These exceptional new clubs are experiencing strong response at retail and on the world's professional tours. There are nearly twice as many Callaway Golf drivers in play on the PGA Tour this year, due directly to the many tour professionals who have switched to the Great Big Bertha II Titanium Driver.

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 Steelhead(TM) III Stainless Steel Drivers and Fairway Woods, Hawk Eye(R) VFT(R) Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-16(TM) and Steelhead X-16 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), DFX(TM) 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](http://www.callawaygolf.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

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