



Callaway Golf Introduces New Big Bertha Stainless Steel Irons with Notch Weighting and Contemporary Styling

CARLSBAD, Calif.--(BUSINESS WIRE)--Dec. 11, 2003--Callaway Golf Company (NYSE: ELY) today announced the introduction of next-generation Big Bertha(R) Stainless Steel Irons, the most user-friendly stainless steel irons the Company has ever made. Callaway Golf engineers have enhanced the new Big Bertha Irons with Notch Weighting Technology for increased forgiveness and stability that golfers of all skill levels can enjoy. The new Big Bertha Irons are expected to ship to retail accounts next month, joining the Hawk Eye(R) VFT(R) Tungsten Injected(TM) Titanium Irons and Steelhead X-16(R) Stainless Steel Irons in the Company's irons product line.

"Big Bertha Irons have always been built for forgiveness, starting with the originals that were introduced in 1994," said Ron Drapeau, Chairman and CEO of Callaway Golf. "This new, next-generation line of Big Bertha Irons takes this heritage of forgiveness even further by incorporating the Notch Weighting Technology first utilized in our Steelhead X-16 Irons. This will help golfers of all skill levels enjoy more pleasing shots more often - even on less-than-perfect swings."

The Notch Weighting Technology designed into each Big Bertha Iron takes weight from the center of the clubhead and repositions it to the heel and toe areas of each iron, thus increasing perimeter weighting and dramatically improving stability at impact. This combination means more accuracy on good shots and less distance lost on off-center hits -- producing solid feel and exceptional feedback on shots struck just about anywhere on the clubface.

While engineering the Notch Weighting Technology into the new Big Bertha Irons, Callaway Golf club designers also refined many of the popular design features of the most recent Big Bertha Irons, including a modified version of Callaway Golf's constant-width sole design -- a deep, turf-riding sole of uniform width in each iron. This distinctive design element lowers the center of gravity to help golfers hit shots that climb more easily and maintain a high trajectory. It also helps prevent the Big Bertha Irons from digging into the turf on "fat" shots and enables the club to glide through deep rough. The new Big Bertha Irons also include many of Callaway Golf's patented design elements, including Variable Face Thickness (VFT(R)) Technology, a 360-degree variable undercut channel, Short Straight Hollow Hosel (S2H2(R)) and Tru-Bore(R) Technologies -- all of which work in concert to position mass in the most efficient areas to improve performance and feel.

In addition to the technological advances, the new Big Bertha Irons also have been made more aesthetically pleasing. The soles have been reshaped, for a clean, confidence-inspiring silhouette at address, especially with the long irons -- which already have become a common sight in the bags of tour players around the world. The irons' new high-polish finish and bold red-and-black medallion complement and accentuate the Big Bertha Irons' muscular design.

The new Big Bertha Irons also employ a unique set makeup. Along with the traditional 2- through 9-iron configuration, there is also a 10-iron in each set. The 10-iron bridges the gap between the strong modern loft of the 9-iron and the traditional loft of the pitching wedge. There is a difference of three degrees in loft between each iron from 2- to 6-iron, a four-degree difference from the 6- to 10-iron, and a five-degree difference in the wedges. This loft progression has been found to help golfers achieve more consistency and distance control through the set. There are three Big Bertha wedges available: a 50-degree Wedge with the loft of a traditional pitching wedge, a 55-degree Sand Wedge and a 60-degree Lob Wedge.

The new Big Bertha Irons will also be available in a special version designed for women. Distinguished by a rich champagne medallion, these irons feature the Ladies Gems 65i graphite shafts. These lightweight graphite shafts are

shorter and lighter than the RCH 75i and 85i graphite shafts installed in the standard Big Bertha Irons. These shafts, combined with smaller grips and lower swingweights, are intended to help golfers increase clubhead speed without swinging harder. The Big Bertha Titanium Driver and Big Bertha Stainless Steel Fairway Woods all feature Callaway Golf's patented S2H2 and Tru-Bore Technologies.

The new Big Bertha Stainless Steel Irons will carry a suggested retail price of \$1,000 for a set of eight irons with one of Callaway Golf's new graphite shafts -- including the RCH 75i in Light, Regular and Firm flexes, the RCH 85i in Strong flex and the Ladies Gems 65i graphite shafts -- or \$760 for a set of eight irons with Constant Weight Uniflex steel shafts by True Temper. All Big Bertha Irons and Wedges are available in right-handed and left-handed versions.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including ERC(R) Fusion(R) Drivers, Great Big Bertha(R) II Titanium Drivers and Fairway Woods, Big Bertha Titanium Drivers and Big Bertha Stainless Steel Fairway Woods, Big Bertha Steelhead(R) 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(R) 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) Tour balls, HX 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. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R), Strata(R) and Ben Hogan(R) brands. For more information about Callaway Golf Company, please visit our websites at www.callawaygolf.com, www.topflite.com and www.odysseygolf.com.

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