



Callaway Golf Introduces New Big Bertha Blue and Red Golf Balls, Combining Tour-Level Aerodynamics with Two-Piece Distance

CARLSBAD, Calif., Dec 18, 2003 (BUSINESS WIRE) -- Callaway Golf Company (NYSE: ELY) today introduced the new Big Bertha(R) Golf Balls, the latest addition to the Company's revamped line of high-performance golf balls. The first golf balls to carry the Big Bertha name feature a two-piece design engineered for maximum distance with the added benefit of Callaway Golf's patented dimple-free HEX aerodynamics. The new Big Bertha Golf Balls will be available in Red for more distance and Blue for more spin, and are expected to ship to retail accounts next month at a suggested retail price of \$25 per dozen.

"The Big Bertha name has always been about innovation, distance and making the game more fun," said Ron Drapeau, Chairman and CEO of Callaway Golf. "The Big Bertha Golf Balls fit right into that philosophy of using technology to create products that make the game more fun for the average player. Along with the recently introduced Big Bertha Titanium Driver, Big Bertha Stainless Steel Fairway Woods and new Big Bertha Irons, the Big Bertha Golf Balls round out our exciting new family of Big Bertha clubs and balls for 2004."

The Big Bertha Golf Balls have significant differences from other two-piece golf balls on the market. First and foremost is the patented HEX aerodynamic pattern. This proprietary pattern of rounded, crisscrossing tubes forms a series of hexagons and pentagons -- a more efficient configuration than traditional dimple patterns that often leave excess flat space between dimples, thus increasing drag and decreasing lift. The Big Bertha Golf Balls achieve 100 percent surface coverage, which reduces drag at takeoff and increases lift at the end of the ball's flight. This produces a high, strong trajectory with the potential for increased distance.

Each Big Bertha Golf Ball features a proprietary ionomer blend for a softer cover that is just as durable as that on a standard two-piece distance ball. The softer cover also provides better feel and performance around the green while still producing distance-enhancing ball speed and trajectory off the driver. The Big Bertha Golf Balls also have relatively soft, low-compression cores. This large rubber core is very resilient, which helps transfer energy more efficiently from club to ball.

The Big Bertha Red Golf Ball is a soft-feel distance ball, designed with a cover and core composition calibrated for more distance while still delivering responsive feel. Meanwhile, the Big Bertha Blue Golf Ball is a combination of distance feel and spin, with higher compression and a softer cover fine-tuned to deliver complete performance. Both models will be available at a suggested retail price of \$25 a dozen. All Big Bertha Golf Balls will feature the Old English Callaway Golf logo and chevron, and like the entire Callaway Golf line of golf balls, the Big Bertha Golf Balls conform to the Rules of Golf as administered by the USGA and the Royal & Ancient Golf Club of St. Andrews.

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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