



## **Callaway Golf Woods, Irons and Putters Are #1 Choice of Amateurs at the Prestigious Bob Hope Chrysler Classic Pro-Am**

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 26, 2004--Callaway Golf Company (NYSE: ELY) once again is the leading brand of choice among amateur contestants in one of the most prestigious Pro-Am tournaments on the PGA Tour. According to data compiled by the Darrell Survey Company, woods, irons and putters made by Callaway Golf were No. 1 in usage by the 384 amateur participants in the field at last week's Bob Hope Chrysler Classic. This marks the fourth consecutive year that Callaway Golf has been No. 1 in woods and irons for amateurs at the event, as well as the fourth consecutive year that the Company's Odyssey(R) Golf brand has been No. 1 in putter usage among amateur participants.

A total of 157 amateurs used Odyssey Putters at the Bob Hope Chrysler Classic, which is nearly double the total of 83 putters the nearest competitor had in play at the event. Odyssey 2-Ball Putters alone accounted for 77 of the putters in play, up from 63 at last year's event as 2-Ball Putters continue to be the top model in use by amateurs at the Hope for the second consecutive year.

Meanwhile, 112 amateurs used Callaway Golf(R) irons at the Bob Hope Chrysler Classic, 40 more than used sets of irons made by the nearest competitor. Callaway Golf irons accounted for 29.2 percent of all iron sets put in play by amateurs at the Hope, with the Big Bertha(R) Steelhead X-16(R) and Steelhead X-16 Pro Series Irons the most popular models with 26 sets in the field.

Callaway Golf woods also led the usage counts by amateurs with a total of 405 Callaway Golf drivers and fairway woods combined put in play at the Bob Hope Chrysler Classic -- 150 more than the nearest competitor. One of the amateur players on the winning Pro-Am team had three of Callaway Golf's newest product offerings -- Big Bertha Stainless Steel Fairway Woods -- in his bag.

"We are pleased that a fairly sizeable majority of the amateurs in the field at the Bob Hope Chrysler Classic chose to use products made by Callaway Golf," said Ron Drapeau, Chairman and CEO of Callaway Golf. "The field reflects a good cross section of ability levels. The wide acceptance of our brand by these players is a strong validation both of our products and our overall strategy of providing golf equipment that makes the game more enjoyable for more all golfers, regardless of how well they play."

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, Great Big Bertha II 415 Titanium Drivers, Big Bertha Titanium Drivers and Big Bertha Stainless Steel 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, Callaway Golf Forged+ Wedges and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(R), DFX(R) 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, Big Bertha(TM) Blue and Big Bertha Red balls, and the Warbird(TM) 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](http://www.callawaygolf.com), [www.topflite.com](http://www.topflite.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

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