



Callaway Golf Staff Pro Bruce Fleisher Uses ERC Fusion Driver and HX Tour Ball in 7-Stroke Win on Champions Tour; Callaway Golf Drivers #1 on European and Japan Tours

CARLSBAD, Calif.--(BUSINESS WIRE)--May 3, 2004--Callaway Golf Staff Professional Bruce Fleisher used the powerful combination of the new ERC(R) Fusion(R) Driver and HX(R) Tour Golf Ball to dominate the field at The Bruno's Memorial Classic and earn his second Champions Tour victory of the season yesterday. Using a full bag of clubs from Callaway Golf Company(R) (NYSE:ELY), Fleisher opened with a tournament-record 64 and never looked back. The 55-year-old used accurate driving and precise iron play to lead wire-to-wire -- compiling 18 birdies and just two bogeys at Greystone Golf & Country Club near Birmingham, Ala., and closing with a 4-under 68 for a remarkable seven-stroke win at 16-under 200.

"It's always fun to be able to win by that margin and not have to really sweat it coming home," Fleisher said on Monday. "This new ERC Fusion Driver, I'm in love with it. I hit the ball very straight with it, and I've gained a good 12 to 15 yards. That gives me a lot of added confidence and makes me very competitive; it certainly gives me an advantage as far as my game is concerned, especially on par 5s and par 4s. I'd say the ERC Fusion has really changed my attitude."

It was the 18th career victory and second win of 2004 for Fleisher. He won the Royal Caribbean Classic at Key Biscayne Golf Links in February. In nine events played this season, Fleisher has been under par in every final round. He used 14 Callaway Golf clubs in his win at The Bruno's Memorial Classic, including the ERC Fusion Driver, the new Big Bertha(R) Irons (2-9, PW) two Callaway Golf Forged+ Wedges, a Steelhead(R) III Strong 4-wood, an Odyssey(R) DFX(R) 3300 Putter and the new HX Tour Golf Ball.

Led by the proven technology of the ERC Fusion Driver and Great Big Bertha(R) II family of drivers, Callaway Golf continues to make its presence felt on the worldwide professional tours.

On the PGA European Tour, Callaway Golf was again the #1 choice in drivers for players at the Italian Open, where nearly half the field -- 46% -- put a Callaway Golf driver in play. It was the third consecutive week that Callaway Golf has been the driver brand of choice for players on the PGA European Tour. Callaway Golf fairway woods and putters also were the top choice of players at the Italian Open this week.

On the Japan Golf Tour, Callaway Golf has been the #1 driver brand at every event this season, and the ERC Fusion Driver was the #1 driver model in play at The Crowns this week. The winner of that event used an Odyssey DFX 2-Ball Blade Putter from the Callaway Golf family of brands.

On the PGA Tour, use of Callaway Golf drivers was 44% higher at the 2004 HP Classic of New Orleans compared to the same event last season. Staff Professional Charles Howell III finished in the top-5 and ties using the Great Big Bertha II 415 Driver and HX Tour Golf Ball; the winner of the event used a Callaway Golf fairway wood. And on the LPGA Tour, Callaway Golf was the #1 choice in iron and fairway wood technology this week. The winner of the Chick-fil-A Charity Championship used Callaway Golf fairway wood technology, and of four players who tied for second at the event, three had Callaway Golf brand clubs in their bags.

Tour results are for the week ending 05/02/04 and reflect data from the PGA, PGA European, JTGO, and LPGA tours. Source: Darrell Survey Company and Sports Marketing Surveys, Ltd. Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including ERC(R) Fusion(R) Drivers and Fairway Woods, 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, Game Enjoyment System(TM) (GES(TM)), Callaway Golf Forged+ Wedges and Callaway Golf Forged Wedges, and Callaway Golf Tour Blue(TM) Putters. 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, www.topflite.com and www.odysseygolf.com.

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