



Callaway Golf Staff Pro Barry Lane's Powerful Display with ERC Fusion Driver and HX Tour Golf Ball Boosts Him to PGA European Victory

Callaway Golf Driver Technology Again #1 Choice on Japan Tour

CARLSBAD, Calif.--(BUSINESS WIRE)--May 10, 2004-- Callaway Golf Staff Professional Barry Lane used a lot of tenacity and a full bag of golf club, golf ball and putter technology from Callaway Golf Company (NYSE:ELY) to fight off challengers at The Daily Telegraph Damovo British Masters yesterday and earn his first PGA European Tour victory in almost 10 years. The English veteran fired a 6-under-par round of 66 to finish at 16-under-par 272, fending off his fellow competitors with his new ERC(R) Fusion(R) Driver and HX(R) Tour Golf Ball.

"This is an incredible feeling," said Lane, 43. "I just kept believing in myself. I had a great deal of confidence in my equipment -- my new ERC Fusion Driver worked like a charm -- and I had some good fortune to go with it. I chipped in for one birdie at the seventh and knew if I was going to win I had to keep making birdies."

Lane spent the better part of Sunday doing just that while being stalked through the Marriott Forest of Arden by another Callaway Golf Staff Professional, Eduardo Romero, who finished tied for second, three strokes back at 13-under-par 275. Like Lane, Romero used the potent combination of the ERC Fusion Driver and HX Tour Golf Ball. Staff Professional Alastair Forsyth tied for ninth using the ERC Fusion Driver and HX Red Golf Ball. In all, five of the top 10 finishers and ties at the British Masters used either an ERC Fusion Driver or Great Big Bertha(R) II 415 Driver, and four of those players also used Callaway Golf balls.

Lane carried an ERC Fusion Driver, a new Big Bertha(R) Fairway Wood, a Big Bertha Steelhead(R) III Fairway Wood, Steelhead X-16(R) Pro Series Irons, Callaway Golf Forged Wedges, a HX Tour Golf Ball, and an Odyssey(R) White Hot(R) #2 Center-shafted Putter. Romero used an ERC Fusion Driver, a Big Bertha Fairway Wood, Steelhead X-16 Irons, a HX Tour Golf Ball, and a White Hot 2-Ball Blade Putter.

Staff Professional Carlos Franco tied for third at the Wachovia Championship on the PGA Tour using the Great Big Bertha II Driver, a new Big Bertha Fairway Wood, Steelhead X-16 Pro Series Irons, the new HX Tour Golf Ball, and an Odyssey White Hot 2-Ball Blade Putter.

Meanwhile, Callaway Golf drivers continue to dominate the Japan Golf Tour Organization as the #1 choice of pros, as they have been for every event this season. Three of the top 10 and ties at this week's Fuji Sankei Classic used the new ERC Fusion Driver, the #1 driver model in play at the event. Callaway Golf fairway woods and irons were the top choice of players on the Japan Tour as well, and putters from the Callaway Golf family of brands -- including Odyssey and Bettinardi -- were put in play by 55% of the field in Japan this week.

Tour results are through the week ending 05/09/04 and reflect data from the PGA, EPGA and JTGO tours. Source: Sports Marketing Survey, Ltd. and Darrell Survey Company. 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(R) X-16(R) and Steelhead X-16 Pro Series Stainless Steel Irons, the Game Enjoyment System(TM) of GES(TM) Golf Clubs, 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), Dual Force(R) and 2-Ball 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 and Bettinardi Putters. 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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SOURCE: Callaway Golf