



Revolutionary HX Tour Golf Ball Earns 30th Worldwide Pro Tour Victory at Reno-Tahoe Open

CARLSBAD, Calif.--(BUSINESS WIRE)--Aug. 23, 2004--Five days after the one-year anniversary of its first professional tour victory, the HX(R) Tour Golf Ball from Callaway Golf (NYSE:ELY) yesterday notched its 30th worldwide win by a touring pro. Callaway Golf(R) Ball Staff Pro Vaughn Taylor, a rookie on the PGA Tour, won the Reno-Tahoe Open, relying on HEX Aerodynamics from Callaway Golf Company to secure his first PGA Tour win and tame winds that gusted up to 45 mph across the California-Nevada border.

Terrifically long and stable in even the fiercest winds, the HX Tour Golf Ball has a revolutionary cover pattern of pentagons and hexagons that replaces traditional dimples and helped Taylor post an impressive 332-yard average driving distance (6th in the field) and tie for 22nd in driving accuracy. In addition to the HX Tour Golf Ball, he also used Steelhead(R) Plus(R) 4-strong and 5-Woods from Callaway Golf. This first PGA Tour victory earned the winner a two-year PGA Tour exemption and a paycheck of \$540,000.

After posting 14 birdies and an eagle against no bogey in the opening 44 holes, Taylor began the final round one stroke off the lead at 13-under-par. On Sunday, despite winds that kicked up at Montreux Golf and Country Club in Reno, Nevada, he recorded a birdie at No. 2 to move into a first-place tie. After 18 holes, he remained tied and joined a four-man playoff at 10-under-par, winning the first extra hole with an 11-foot birdie putt.

The HX Tour Golf Ball recorded its first professional tour victory on August 17, 2003, when Callaway Golf Staff Professional Jim Thorpe captured the Long Island Classic on the Champions Tour. Since then, 29 additional HX Tour wins have been posted across the world's six major professional tours and the European Ladies PGA Tour combined, making it the most successful golf ball Callaway Golf has ever produced -- and one the most talked-about balls among professionals who play for a paycheck.

On the Champions Tour, Callaway Golf Staff Pro Bruce Fleisher had his 9th top-10 finish this season at the Greater Hickory Classic at Rock Barn using the powerful combination of the ERC Fusion Driver and HX Tour Golf Ball, along with a full bag of Callaway Golf equipment. In 2004, Fleisher ranks 7th in both driving accuracy and greens in regulation on the Champions Tour.

In China, Callaway Golf JTGO Staff Pro Thammanoon Srirot sealed a start-to-finish victory on the Asian Tour in the Tianjin TEDA Open Presented by Rolls-Royce, using Callaway Golf products.

Tour results are through the week ending 08/22/04 and reflect data from the PGA, Champions, European LPGA and Asian tours. Sources: 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(R) Balls. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R) and Ben Hogan(R) brands and Bettinardi Putters. The Trade In! Trade Up!(TM) program is owned and operated by Callaway Golf Company. For more information about Callaway Golf Company, please visit our websites at www.callawaygolf.com, www.topflite.com, www.odysseygolf.com and

www.tradeintradeup.com.

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