



## **Callaway Golf Introduces New Big Bertha Fusion Irons, the Most Untraditional Traditional-Looking Irons Ever Invented**

CARLSBAD, Calif.--(BUSINESS WIRE)--Oct. 18, 2004--Callaway Golf Company (NYSE:ELY) today unveiled another patented, breakthrough product with the introduction of the new Big Bertha(R) Fusion(R) Irons. These innovative irons incorporate Callaway Golf's uniquely superior, weight-shifting Fusion Technology to combine untraditional technology and extreme perimeter weighting with a traditional look in a revolutionary package.

With a clean, sleek look at address no other game improvement iron has ever approached, Big Bertha Fusion Irons deliver the unmatched playability, performance and confidence that could only come from Callaway Golf(R), the established leader in forging iron technology. Three components -- a proprietary Tunitite(TM) alloy cradle, a lightweight titanium face insert, and a TPU SenSert(TM) -- make the Big Bertha Fusion Irons the most technologically advanced irons available today.

"We believe these new Big Bertha Fusion Irons are the next great development in the iron category," said Patrice Hutin, President and Chief Operating Officer. "They are more than just a new iron; they are an entirely new kind of iron that will lead the next revolution in performance and playability. Many significant advances in golf club technology and design have come from Callaway Golf in the past two decades, and we think these great new Big Bertha Fusion Irons are destined to be listed right alongside those historic golf club breakthroughs."

At the heart of Fusion Technology in the new Big Bertha Fusion Irons design is the Tunitite alloy cradle. Callaway Golf designers created a new, patented alloy for the cradle that is ultra-dense and allows 77% of the clubhead mass to be repositioned to the perimeter of the head. This extreme perimeter weighting creates very high Moments of Inertia (MOI), which keep the clubhead stable and resistant to twisting, even on shots hit near the toe or heel.

The Tunitite alloy cradle works in tandem with a super lightweight, 6-4 titanium face insert that is strong, efficient and 35% lighter than a comparable steel face. This extra weight taken out of the face is distributed around the perimeter of the clubhead to create the most extreme perimeter weighting of any iron Callaway Golf has ever made.

The final piece of the Big Bertha Fusion Iron design is the TPU SenSert(TM), an exclusive, chemically engineered thermoplastic urethane component in the back cavity of the iron. It works in tune with the clubface to reduce vibration at impact and give shots a crisp sound and responsive feel. The result is a traditional-looking iron with a high-tech, high-luster finish that gives golfers of all ability levels confidence at address while providing the benefits of an oversize, game improvement iron.

The new Big Bertha Fusion Irons are offered in graphite or steel shafts. The standard graphite shaft is the RCH 75i, available in light, regular and firm flexes; the RCH 85i is a strong flex; and the RCH 45i is designed for women golfers. The standard steel shaft is the Nippon 990 Uniflex. Left-handed versions of the Big Bertha Fusion Irons will be available in early 2005.

Big Bertha Fusion Irons will be available at authorized Callaway Golf retail locations in November; offerings include a 2-iron through 9-iron and pitching (46 degrees), approach (50 degrees), sand (56 degrees) and lob (60 degrees) wedges. The standard set configuration will be 3-iron through pitching wedge, with a manufacturer's suggested retail price of \$1,280 for steel-shafted clubs and \$1,520 for graphite-shafted clubs. Individual irons will carry an MSRP of \$190 for graphite and \$160 for steel shafts.

Callaway Golf Company makes and sells Big Bertha(R) Woods, Hybrids 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, Big Bertha

Heavenwood(R) Hybrids, 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 Steel(TM), 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](http://www.callawaygolf.com), [www.topflite.com](http://www.topflite.com), [www.odysseygolf.com](http://www.odysseygolf.com) and [www.tradeintradeup.com](http://www.tradeintradeup.com).

**CONTACT:**

Callaway Golf Company  
Larry Dorman, 760-931-1771

**SOURCE:** Callaway Golf Company