



Callaway Golf Signs World's Longest Driver David Mobley to Play the Hot New Big Bertha Titanium 454 Driver

CARLSBAD, Calif.--(BUSINESS WIRE)--Dec. 22, 2004--Callaway Golf Company (NYSE:ELY) today announced it has signed reigning world long drive champion David Mobley to play the Company's Big Bertha(R) Titanium 454 Driver, the extraordinary new club Mobley drove to victory in the World Long Drive Championship and which was officially introduced by Callaway Golf(R) on Monday, December 20. Mobley also will use a new Callaway Golf ball that will be released in January and will play Callaway Golf fairway woods and Big Bertha Fusion(R) Irons and will carry a Callaway Golf Tour Golf Bag.

Mobley's timely switch to the Big Bertha Titanium 454 Driver just before the RE/MAX(R) World Long Drive Championship(R) at Mesquite, NV, in October helped him win the world's premier driving distance event after 15 years of futility. Using a sample head of the driver, he unleashed a winning blast of 377 yards, allowing the Big Bertha Titanium 454 Driver -- and Mobley -- to jointly claim the title of "World's Longest Driver." You can see Mobley's storybook long-drive victory broadcast for the first time on ESPN on Christmas Day at 3 p.m. EST.

The Big Bertha Titanium 454 Driver's extra large head brings more forgiveness and stability thanks to a significantly higher Moment of Inertia (MOI). The club's ultra-thin face, formed of highly refined titanium, has a huge effective hitting area and the face has been tuned to be the hottest of any Big Bertha Driver ever made. The Big Bertha Titanium 454 Driver was designed to take the USGA's Characteristic Time (CT) Test for springlike effect right to the edge of its legal limit. The high CT number delivers greater distance and the high MOI brings more accuracy for more golfers, regardless of skill level.

"It is appropriate that David Mobley will represent Callaway Golf and use the Big Bertha Titanium 454 Driver in all his long drive appearances," said William Baker, Chairman and CEO. "The Big Bertha Titanium 454 Driver is the best all-titanium driver we have ever made, and Dave's performance with it at the World Long Drive Championship validates the exceptional distance this driver is designed to deliver."

"The Big Bertha Titanium 454 Driver is hands down the longest I've ever hit, and the golf ball just explodes off the face," said Mobley, 39. "I am in the business of hitting the golf ball a long way, and I now have the best tools to help me do just that, thanks to Callaway Golf."

Mobley's swing speed is in the 150 m.p.h. vicinity, which when combined with the fast, new Callaway Golf ball will equate to pure distance. The new driver and new golf ball will begin shipping in January.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods, Irons and Hybrids including Heavenwood(R) Hybrids, 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 454 Driver, 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, X-18(TM) and X-18 Pro Series 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(R), 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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