



## **Callaway Golf Signs PGA European Tour Star Thomas Bjorn to Endorse Company's Golf Clubs and Golf Balls**

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 24, 2005--Callaway Golf Company (NYSE:ELY) today announced it has signed PGA European Tour star Thomas Bjorn to a multi-year endorsement contract for golf clubs and golf balls. Terms were not disclosed. Bjorn will debut as a Callaway Golf(R) Staff Professional in Singapore at the Caltex Masters beginning this week.

Bjorn, who has played on two winning European Ryder Cup teams, will play the new Big Bertha(R) Titanium 454 Driver, Big Bertha Fairway Woods, Ben Hogan(R) Apex(R) Forged Irons (from Ben Hogan Golf, one of the Callaway Golf brands), White Hot(R) Putter, Callaway Golf Forged Wedges and the HX(R) Tour Golf Ball. He will wear the Callaway Golf logo on his cap and carry a Callaway Golf logoed bag. Bjorn, who represents Dubai Creek Golf & Yacht Club in The United Arab Emirates, is expected to play at least 20 events in Europe and a selection of key events on the PGA Tour in the United States.

"I am thrilled to be joining the undisputed technology leader in the golf industry," Bjorn said. "The clubs and balls that Callaway Golf makes are going to help me get my game to the next level. Because I play around the world, it's important to me that Callaway also are the best at supporting and servicing all the markets where they compete. I am really looking forward to getting started."

Bjorn, 34, has been a fixture near the top of the PGA European Tour's Order of Merit for nearly a decade. In nine years he has posted nine career wins, including seven on the PGA European Tour and two at the Dunlop Phoenix on the Japan Golf Tour. His 11 runner-up finishes include the 2000 British Open at St. Andrews and the 2003 British Open at Royal St. George's.

The first Dane to play in the Ryder Cup matches, Bjorn was a key contributor on the 1997 and 2002 teams, compiling an overall record of 3-2-1. He is undefeated in singles (1-----1) and Four Ball matches (2-0) with his only defeats coming in the Foursomes, or alternate shot, format.

Bjorn won the Danish amateur stroke play championship in 1990 and the Danish Amateur Championship in 1991. After turning professional in 1993, he won four times on the Challenge Tour (the PGA European Tour development circuit) in 1995 before moving up to the PGA European Tour.

A native of Silkeborg, Denmark, Bjorn started playing golf at age six. He and his wife Pernilla have three children: daughter Filippa (1999) and twins Oliver and Julia (2003).

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 II 415 Titanium Drivers, Big Bertha Titanium 454 Drivers and Big Bertha Stainless Steel Fairway Woods, Big Bertha Heavenwood(R) Hybrids, Big Bertha Stainless Steel Irons, X-18(TM) and X-18 Pro Series Irons, the Game Enjoyment System(TM) of GES(TM) Golf Clubs, 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, HX Hot 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.callaway.com](http://www.callaway.com), [www.topflite.com](http://www.topflite.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

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