



``World's Longest Driver" - Callaway Golf Big Bertha Titanium 454 - New Fusion Irons, X-18 Irons, HX Hot Golf Ball Highlight New Product Lineup at 2005 PGA Merchandise Show in Orlando

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 27, 2005--Callaway Golf Company (NYSE:ELY) today rolled out its exciting 2005 product lineup at the first day of the annual PGA Merchandise Show in Orlando. The Callaway Golf lineup includes the scintillating Big Bertha(R) Titanium 454 Driver, the Big Bertha(R) Fusion Irons, which have already become the must-have iron of '05 and the HX(R) Hot Golf Ball, a new 3-piece distance ball at a 2-piece price point that performs exactly like the name implies.

"We think golfers will be blown away by some of this year's new Callaway Golf products," said Richard Helmstetter, Callaway Golf Vice Chairman and Senior Executive Vice President. "There is bound to be something for everyone in our lineup that will make them a better golfer. The accent is on 'hot' this year -- in the face of our new Big Bertha 454 Driver, at the core of our new HX Hot Golf Ball and at the early reception of our Big Bertha Fusion Irons. We are very excited about what we're bringing."

The new '05 Callaway Golf product lineup includes:

- Big Bertha(R) Titanium 454 Driver -- The largest head and hottest face of any conforming Callaway Golf driver ever made combine to make this the best performing titanium driver in the Company's history. David Mobley used a model to win the RE/MAX(R) World Long Drive Championship(R), a victory that earned the Big Bertha 454 the moniker, "World's Longest Driver."
- Big Bertha Fusion(R) Irons -- Truly unique three-piece design with Fusion Technology already is getting rave reviews from retailers and consumers. A newly created alloy called Tunite(TM) moves 77% of the head's mass to the perimeter, a shock-absorbing, sound-dampening insert called SenSert(TM) radically improves feel and a super-light titanium face combines to give Fusion universal appeal: low handicappers love the feel, performance and thin top line; mid-to-high-higher handicappers like forgiveness and length.
- X-18(R) Irons -- The X-Series has been the choice of the broadest array of golfers since the X-12 started the streak in 1997. The X-18 and X-18 Pro Series Irons continue the tradition with core technologies that deliver exceptional performance, plus a deeper 360-degree undercut for increased perimeter weighting, accentuated notch weighting for more forgiveness and a full-cavity medallion for even more solid feel. More traditional head size and shape and high-polish finish make the X-18 another surefire X-Series success story.
- Big Bertha Heavenwood(R) Hybrids -- Raising the bar for an entire category of golf clubs, this new line of hybrid clubs combines the accuracy and control of a long iron with the distance and trajectory of a fairway wood. The new Heavenwood Hybrids, featuring the legendary forgiveness of Big Bertha(R) golf clubs, take the fear out of long shots.
- HX(R) Hot Golf Ball -- There's hot, and then there's HX Hot, Callaway Golf's blisteringly long three-piece distance ball at a two-piece price point. HX Hot is everything the name implies -- blazingly fast off the clubface -- and silly long. A new fast core, soft, resilient boundary layer and hot cover with HEX Aerodynamics combine in a unique golf ball that's all about speed.
- Odyssey(R) White Steel(TM) Putter -- The #1 putter in golf, Odyssey continues to drive technology and innovation with its new White Steel(TM) insert technology. The White Steel line features proprietary Dual Insert Technology, wherein the soft, responsive feel of Odyssey's White Hot polymer insert technology meets the precision and pleasing sound of milled stainless steel. White Steel technology elevates the science of putting again, lifting your game and maybe lowering your score.

Every new club offering from Callaway Golf is being used at the professional level on at least one of the six major worldwide tours, either by Callaway Golf Staff Professionals or other pros, validating the technology, craftsmanship and playability of products bearing the name of Callaway Golf.

All these new products have begun shipping to authorized Callaway Golf retail accounts.

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.callawaygolf.com, www.topflite.com and www.odysseygolf.com.

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