



## **New Callaway Big Bertha 454 Driver Available in Women-Friendly Models**

CARLSBAD, Calif.--(BUSINESS WIRE)--Feb. 4, 2005--Callaway Golf Company (NYSE:ELY) today announced that its new Big Bertha(R) Titanium 454 Driver -- at 454 cubic centimeters, the largest driver the Company has ever brought to market -- is available in models designed to perform best for women golfers.

The women's version of the hot new Big Bertha Titanium 454 Driver is available in lofts of 11 and 13 degrees, as well as a High Trajectory (HT) model that has 15 degrees of loft. The ladies edition also features a Gems 55w ladies flex graphite shaft with launch properties designed to produce longer, straighter drives. The higher lofts make getting the ball airborne much easier.

Subtle curves designed into the Big Bertha Titanium 454 Driver give the clubhead a surprisingly compact look at address, inspiring confidence reinforced time and again by a consistently powerful performance. The Big Bertha Titanium 454 Driver's high Moment of Inertia combines with its ultra-thin, refined titanium face to create a huge effective hitting area on the hottest face of any conforming Big Bertha Driver ever made. The satisfying results -- increased distance and accuracy -- are what every golfer seeks. The Big Bertha Titanium 454 Driver is designed to reach the maximum allowable level for spring like effect as measured by the USGA's new characteristic time (CT) test, and conforms to all USGA Rules.

"We believe that the vast majority of the women who play golf will find the higher-lofted models of the Big Bertha Titanium 454 Driver to be the best choice in a driver," said Bill Baker, Chairman and CEO. "This driver is easy to get airborne and the hot face is tuned right to the allowable USGA limit for CT, helping generate higher ball speed for more distance."

The new Big Bertha Titanium 454 Driver also incorporates patented core technologies that have made Callaway Golf the technology leader in woods for more than a decade. An integral element of S2H2(R) (Short Straight Hollow Hesel), a staple of Callaway Golf woods for more than 15 years, is Tru-Bore(R) Technology, which extends the shaft tip completely through the club head to the sole for greater feel and superior control.

In addition to the 11 degree, 13 degree and HT lofts, the Big Bertha Titanium 454 Driver is also available right handed in 8-, 9-, and 10-degree lofts. Left handed availability is 9- and 10-degree lofts. The standard shaft is the RCH 65w and comes in light, regular, firm and strong flexes. The women's Big Bertha Titanium 454 Driver has a luxurious champagne finish with shiraz overtones and medium blue fill, and the shaft features a rich shiraz hue. The men's version also has a striking new appearance, with a charcoal-black head and fiery red shaft.

The Big Bertha Titanium 454 Driver carries a manufacturer's suggested retail price of \$375 and began shipping to retailers on January 1.

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](http://www.callawaygolf.com), [www.topflite.com](http://www.topflite.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

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