



Callaway Golf Introduces Next-Generation Putter Technology in Premium I-Trax Putter with Interchangeable Vision Strips

CARLSBAD, Calif., Mar 15, 2005 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY) today launched the next generation in alignment putter technology with the new I-Trax(TM) Putter. Featuring interchangeable vision strips that allow golfers to choose the alignment solution they prefer, the I-Trax Putter also incorporates triangulated weight screws for more balanced feel and skid-free roll.

"Callaway Golf continues to bring the industry's most progressive, innovative equipment designs," said Bill Baker, Chairman and CEO. "This new I-Trax Putter is the latest example. Its performance is superior to any previous Callaway Golf putter and the visual alignment aids make it pleasingly different from any of our competitors' current putter offerings."

The unique design of the I-Trax Putter starts with its 100-percent machined aluminum body milled by Bob Bettinardi. This treatment produces solid feel and enhanced feedback amplified by a "sound slot" located directly behind the face that tunes the sound at impact. A hard black anodized finish protects the soft aluminum from corrosion and wear, giving it a consistently premium appearance.

Major factors in the I-Trax Putter's outstanding performance and feel are the triangulated, heavy fixed weights positioned at the heel and toe in the face and in the back center of the sole. The two face weights are brass while the sole weight is aluminum. Each screw weighs 11.5 grams, and their precise positioning creates a Center of Gravity (CG) low and back in the head, resulting in a very high Moment of Inertia that delivers true, consistent roll and unwavering stability through impact.

The most intriguing features of the I-Trax Putter are the interchangeable vision strips, technology unique to the I-Trax Putter. The strip bearing classic Callaway Golf Chevrons creates a vivid alignment aid that focuses the golfer's eyes on the center of the putter head and clearly delineates the target line. For golfer's who may prefer the simplicity of a straight line at address, the vision strip with three straight lines is also included and can be quickly and easily changed with four screws.

The I-Trax Putter has a soft polymer grip by Winn that incorporates the distinctive Hex Aerodynamic pattern utilized in Callaway Golf golf balls. It comes with a protective neoprene head cover and component case for the straight line vision strip, four extra vision strip screws and an Allen wrench.

The MSRP for the I-Trax Putter is \$290. It will ship to retailers in April.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods, Irons and Hybrids, including, 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, Callaway Golf Tour Blue(TM) Putters and Callaway Golf I-Trax(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(R) Putters. For more information about Callaway Golf Company, please visit our websites at www.callawaygolf.com, www.topflite.com and www.odysseygolf.com.

SOURCE: Callaway Golf Company

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