



Callaway Golf Launches Big Bertha Fusion Fairway Woods

CARLSBAD, Calif., Jun 27, 2005 (BUSINESS WIRE) -- Callaway Golf (NYSE:ELY) today announced the introduction of the new line of Big Bertha® Fusion® Fairway Woods to the United States market. Featuring proprietary Fusion Technology combining stainless steel with carbon composite to move weight to its optimal location in the clubhead, the new Big Bertha Fusion Fairway Woods bring the new science of distance with accuracy to the fairways. First launched in Europe and the South Pacific with great success in April 2005, the Fusion Fairway Woods feature the burnt orange and black graphics that define all the new woods in the Fusion line.

Big Bertha Fusion Fairway Woods use multiple materials in the design and construction of the clubhead, resulting in unprecedented stability and playability. The body, face and sole are cast from strong, heat-treated stainless steel, with a lightweight carbon composite crown wrapping down and into the back ribbon of the body.

Because the strong carbon composite material is lighter than stainless steel, the Center of Gravity (CG) of the clubhead is low and back to produce a penetrating ball flight from almost any lie. Thin walls and a light crown increase discretionary weight and varied wall thickness among lofts further optimizes CG.

In addition to optimizing CG, Fusion Technology's unique properties deliver a very high Moment of Inertia that keeps the club stable at impact, whether from the tee or fairway.

Fusion Fairway Woods include patented Callaway Golf technologies, including Variable Face Thickness (VFT®), Short Straight Hollow Hosel (S2H2®) and Tru-Bore®, all of which are important in optimizing feel and ball flight while increasing forgiveness.

Big Bertha Fusion Fairway Woods come with the Callaway Golf Fusion NVS from Aldila® graphite shaft, available in Light, Regular and Stiff flexes.

The new Big Bertha Fusion Fairway Woods are available in six models for right-handed golfers (3-wood, Strong 3-wood, 4-wood, 5-wood, 7-wood and 9-wood) and two for left-handed players (3-wood and 5-wood) at a suggested retail price of \$375 each. Big Bertha Fusion Fairway Woods are available at most authorized Callaway Golf retail locations.

Through an unwavering commitment to innovation, Callaway Golf creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Top-Flite®, Odyssey® and Ben Hogan® brands. For more information visit www.callawaygolf.com.

SOURCE: Callaway Golf Company

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