



## **Callaway Golf To Award One-of-a-kind, Customized 2005 HX Hot Ford Mustang GT In The "HX Hot Drive Sweepstakes" At The Ford Senior Players Championship**

CARLSBAD, CA, July 8, 2005 – Callaway Golf (NYSE: ELY) today announced that it will award the Grand Prize in its HX® Hot Drive Sweepstakes, a customized, one-of-a-kind 2005 Ford Mustang GT, to the lucky winner at the Ford Senior Players Championship in Dearborn, Michigan on Saturday, July 9, immediately after the third round ends.

The winner is Ms. Judy Conroy of Shepherd, Michigan. In addition to the 2005 HX Hot Ford Mustang GT, Ms. Conroy will also receive round trip transportation and hotel accommodations for two and tickets to the Ford Senior Players Championship and a one year supply of HX Hot Golf Balls.

The HX Hot Drive Sweepstakes ran from March 1 through Father's Day, June 19. Conceived to create awareness and drive trial of the HX Hot Golf Ball, the promotion linked the super-fast, ultra-hot HX Hot ball with a customized 2005 HX Hot Ford Mustang GT, one of the hottest cars on the road today – fast off the line and a real showstopper on the road.

Like the bright packaging of the HX Hot Golf Ball, the car's custom paint scheme is a gradient from orange to red with subdued pearlescent hexagons – evoking the revolutionary HEX Aerodynamics on the golf ball's cover – that jump out in various light conditions. With a bold gray racing stripe sweeping down its top, the 2005 HX Hot Ford Mustang GT recalls the vintage lines of the legendary Mustangs of the 1960s. Eibach springs give the car an even sleeker profile.

The interior is as hot as the exterior. Seats accented by jet black carbon fiber and orange leather are embroidered with the HX Hot logo on the seatbacks and Callaway Golf logo on the head rests. Floor mats have the same logo treatment, and customizable accent panels on the doors have matching orange to pull the design concept together. Finally, an Eclipse AVN2454 CD/DVD Multi-Source Receiver with DVD Navigation and a 6.5-inch wide Touch-Panel Display ensure that the winner need never ask for directions.

### The Sweepstakes

Following its roll-out at the Ford Championship at Doral Resort and Spa in Miami on March 1, the 2005 HX Hot Ford Mustang GT made stops at three dozen key retail locations, events and demo days totaling 45 appearance days where it wowed tens of thousands of golf's best customers. It also appeared at the Booz Allen Classic at Congressional Country Club in Bethesda, Maryland last month. At each stop consumers learned the benefits of ball speed, had an opportunity to sample the HX Hot Golf Ball, and entered to win the car.

In addition to the Grand Prize winner, a first prize winner will receive a trip for two to Callaway Golf Headquarters in Carlsbad, California, a clubfitting session for the winner and guest, a set of Callaway Golf® clubs, a golf bag and a year's supply of HX Hot Golf Balls for the winner and their guest, as well as a complimentary round of golf for two at one of the area's top golf courses.

Five second prizes will also be awarded, including a set of Callaway Golf clubs, a golf bag and a year's supply of HX Hot Golf Balls. There also will be 100 third prizes of a year's supply of HX Hot Golf Balls (12 dozen).

### The Ball

The HX Hot Golf Ball has a unique 3-piece construction that delivers blistering ball speed with surprisingly soft feel.

The HX Hot also features the next generation of the revolutionary HEX Aerodynamics for the consistent ball flight that has driven the HX Tour Golf Ball to success on the worldwide tours and at retail.

Speed off the clubface – the key to added distance – can be achieved either through added clubhead speed or through added ball speed. Callaway Golf design engineers focused on increasing ball speed at impact while keeping within the United States Golf Association (USGA) rules governing initial velocity. The HX Hot Golf Ball is evidence of their success, a ball that rockets off the clubface, achieves major hang time due to the HEX Aerodynamics, and has superior feel because of the soft boundary layer between the highly-resilient, hot core and the super-fast cover material.

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](http://www.callawaygolf.com)

SOURCE: Callaway Golf

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