



Callaway Golf and Tour Golf Group, Inc., Form Strategic Alliance

CARLSBAD, Calif.--(BUSINESS WIRE)--Nov. 3, 2005--Callaway Golf Company (NYSE:ELY) today announced it has formed a strategic alliance with Tour Golf Group, Inc., the Company's exclusive licensee for Callaway Golf Footwear. Key details of the new agreement involve a long term license extension, use of the Callaway Golf sales force in the United States beginning October 1, 2005, and a coordinated marketing effort to further strengthen brand awareness and sales in the U.S. market.

"We are pleased to expand the relationship with Tour Golf Group as part of our strategy to build key branded categories like footwear," said George Fellows, President and Chief Executive Officer. "In just three years, Tour Golf Group has created what we believe is the best footwear in the golf industry, and this alliance further demonstrates Callaway Golf's commitment to this important product category."

The Callaway Golf footwear collection is the product of an exclusive licensing agreement between the Company and Tour Golf Group, Inc. Callaway Golf footwear is currently sold in more than 25 countries worldwide where other Callaway Golf products are sold. Callaway Golf footwear is worn by many Callaway Golf pro staffers including Phil Mickelson, Annika Sorenstam and Charles Howell III.

"We are honored by and excited about this new strategic alliance with Callaway Golf," said Kyle Weiner, President and Founder of Tour Golf Group, Inc. "Callaway Golf has been very supportive over the last three years. This agreement and the utilization of Callaway Golf's sales organization will enable us to provide customers with the level of service they've come to expect from Callaway Golf."

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(R), Top-Flite(R), Odyssey(R) and Ben Hogan(R) brands. For more information, visit www.callawaygolf.com.

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