



Callaway Golf Rolls out New Big Bertha Golf Ball with Proprietary Core for Long Distance with Exceptional Feel

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 18, 2006--Callaway Golf Company (NYSE:ELY) today announced the debut of an entirely new Big Bertha® Golf Ball with a proprietary formulation that yields an ultra-low compression, highly-resilient core for very soft feel and more legendary Big Bertha distance. This new 2-piece Big Bertha Golf Ball will be available at retail beginning February 1 with a manufacturer's suggested retail price of \$25 per dozen.

The new Big Bertha Golf Ball combines the best attributes of the Big Bertha Red Golf Ball -- power and distance off the tee -- and the Big Bertha Blue Golf Ball -- exceptionally soft feel around the greens. The Big Bertha Red and Blue Golf Balls had been in the Callaway Golf golf ball family since 2004.

"The new Big Bertha Golf Ball delivers superior performance from high technology," said Mike Yagley, VP, Category Management, Golf Ball. "The technology we built into the core of this golf ball makes it perform unlike any other 2-piece balls by adding terrific feel to great distance."

The new Big Bertha Golf Ball also features HEX Aerodynamics, a revolutionary design that replaces conventional dimples and creates 100% surface area coverage for optimal lift and drag characteristics. The virtually seamless geometry results in a more efficient and stable ball flight, greater potential distance and consistent performance on every shot.

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.

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