



## **Callaway Golf's New OptiFit Driver System Redefines the Custom Fitting Experience**

CARLSBAD, Calif.--(BUSINESS WIRE)--March 8, 2006--Callaway Golf Company (NYSE: ELY) today introduced the Callaway Golf® OptiFit(TM) Driver System, a revolutionary custom fitting system that will free golfers to experiment with a huge variety of clubhead-shaft combinations to find the driver that fits their personal specifications. The OptiFit Driver System has nearly 300 clubhead-shaft combinations to choose from -- meaning that ready-to-play shafts can be locked into clubheads within seconds so golfers at green grass and retail golf stores can pick and choose from an array of drivers that replicate the look, feel and performance of production clubs.

The OptiFit Driver System equips retailers and pros with a compact, hi-tech fitting tool that can quickly identify the precise clubhead-shaft combination for each golfer's individual swing. A significant leap forward in custom driver fitting, the OptiFit Driver System will dramatically improve the process whereby consumers select a new driver.

Each OptiFit Driver System comes with 13 Big Bertha® Fusion® FT-3(TM) Driver heads and 23 separate shafts from the most-respected and most sought-after shaft manufacturers in the marketplace, including Aldila®, Fujikura®, Graphite Design(TM), Grafalloy®, UST® and Mitsubishi Rayon. Driver heads for the new X460 Driver will be added to all OptiFit Driver Systems as they become available, increasing the number of head-shaft combinations to more than 700.

The heads and shafts can be mixed and matched, with each shaft quickly and easily inserted into the clubhead and locked into place with a proprietary torque wrench customized for Callaway Golf and a precision screw designed to securely attach the head to the shaft. The resulting 299 different head and shaft combinations of production-quality clubs help a club-fitting professional zero-in on and match the needs of virtually any golfer.

"At Callaway Golf we are obsessive about creating technology that can help every golfer become a better golfer," said George Fellows, President and CEO of Callaway Golf. "The OptiFit Driver System is just that. Before OptiFit, only touring pros could test multiple head-shaft combinations to find the right driver. Now that option is available to every golfer, and we believe they will be astonished when they see what a difference it makes to have a driver that truly matches their own unique swing."

The production-quality of the drivers assembled by the OptiFit Driver System distinguishes it from other attempts at interchangeable shaft systems. At the PGA Merchandise Show in Orlando last month, industry representatives and PGA Professionals who saw it for the first time were amazed at its efficiency, precision and reliability.

"The OptiFit Driver System results in a golf club that is essentially indistinguishable from the actual driver a consumer will put in play," said Alan Hocknell, Vice President of Innovation and Advanced Design, who helped develop the system for Callaway Golf. "The swing weight and center of gravity location are basically identical to the finished production club with no discernible difference in terms of playability, feel and performance."

Among the other unique aspects of the OptiFit Driver System is the proprietary keyed assembly mechanism that renders foolproof the switching of clubheads and shafts. Aligning the shaft is quick and easy and an ergonomic torque wrench designed for Callaway Golf ensures "no-doubt" assembly by signaling with a loud "click" that the shaft is properly locked into place.

The OptiFit Driver System is expected to be available at select green grass and off-course retailers in April.

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)

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