



Odyssey Introduces New White Hot XG Putter Line Models with Breakthrough Multi-Layer Insert Technology

CARLSBAD, Calif.--(BUSINESS WIRE)--Aug. 1, 2006--Odyssey®, a brand of the Callaway Golf® Company (NYSE:ELY), today announced the introduction of four new models to its popular line of Odyssey White Hot XG(TM) Putters. The new offerings include the same White Hot XG #9 model Phil Mickelson used in April to win both his second Masters title and his third BellSouth Classic title the week before.

The new White Hot XG Putter models will be available at retail beginning August 15. They include #5 Center Shafted, #8 Center Shafted, #9 models and a 2-Ball model. In addition, a left-handed version of the #7 model, the most popular of the original White Hot XG Putters, also is being introduced.

"I am really rolling the ball exactly the way I want to with the White Hot XG Putter," Mickelson said after winning his second green jacket. "In the past, I had been skeptical of whether insert technology was for me, but with the consistency of feedback and the true roll I am getting, the White Hot XG is definitely in the rotation."

The multi-layer insert technology that convinced Mickelson to switch to the White Hot XG Putter was inspired by the latest technological developments in multi-layer golf balls, a blend of two materials with differing levels of firmness. The unmatched feel in the new White Hot XG Putters, regardless of the type or construction of the golf ball being played, is superior to that found in any single-insert putter.

The core of the insert is made of a soft and highly resilient elastomer material for enhanced feel and the thinner outer striking surface contains urethane for fine-tuned responsiveness. Combined, these two materials are just one-fifth the weight of steel, allowing more weight to be moved to the perimeter for a higher moment of inertia, more forgiveness and a truer roll. The face also includes a Textured Impact Zone, which enhances feel and clearly defines the optimum impact area on the insert face.

"The reaction from both our retail customers and golf consumers to the White Hot XG Putter line has been nothing short of phenomenal," said Rob Arluna, Director of Brand Management for Odyssey. "Both groups have been clamoring for more versions, particularly the #9 model that Phil used to win the Masters earlier this year, and we're excited to be able to offer these new models."

The new White Hot XG Putter line extensions will be available in whole-inch lengths from 33 inches through 36 inches. The #5 Center Shafted and #8 Center Shafted models have no offset, while the #9 model has a half-shaft offset and the 2-Ball model has a full-shaft offset. All White Hot XG Putters carry a suggested retail price of \$150, except the 2-Ball version, which is \$215.

The original eight White Hot XG models for right-handed golfers were #1 through #7 and a Rossie® model. The #1, #3, #6 and Rossie models are also available left-handed. All models are available in whole-inch lengths from 33 inches through 36 inches and all have a full-shaft offset, except the #3 model, which is a half-shaft.

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 and www.odysseygolf.com.

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