



Callaway Golf Rolls Out New X Hot Fairway Wood Uniquely Designed for Golfers Seeking Distance and Versatility

CARLSBAD, Calif.--(BUSINESS WIRE)--Nov. 1, 2006--Callaway Golf Company (NYSE:ELY) today announced the debut of the Callaway Golf(R) X Hot(TM) Fairway Wood, a new stainless steel design that builds off of the Company's line of X Fairway Woods, the #1 selling fairway wood in golf in 2006. The Callaway Golf X Hot Fairway Wood will be available at retail on November 15 with a manufacturer's suggested retail price of \$290.

The Callaway X Hot Fairway Wood, which has already claimed a broad and enthusiastic following among the world's professional golfers on the six major tours, features a larger head volume and a shallower face for increased forgiveness and confidence. The larger head volume allows Callaway Golf engineers to raise the moment of inertia significantly, making the X Hot Fairway Wood both exceptionally stable and more forgiving.

The X Hot Fairway Wood lives up to its name thanks to an ultra-hot face made Carpenter 455 Steel, a lighter yet stronger alternative to traditional stainless steel. The result is faster ball speed off the face for distance unmatched by any other Callaway Golf fairway wood model. Also carried over from the successful X Fairway Wood line is the X-Sole(TM) design, which allows the clubhead to rest on two distinct areas of the sole at address. The X-Sole design eliminates the tendency of the head to rock back and forth at address, helping ensure that shots start on line and boosting confidence.

Essential and patented core technologies that have been hallmarks of Callaway Golf clubs for years are built into the new X Hot Fairway Wood, including S2H2(R) (short straight, hollow hosel), which helps to further increase discretionary weight by removing weight from the hosel; and Tru-Bore(R) bore-through technology, which extends the shaft through the head to the bottom of the sole for improved feel and clubhead control.

The new Callaway Golf X Hot Fairway Wood will be offered in a 3-wood (15 degrees) model, in both right- and left-handed versions. The standard shaft is the Fujikura Banzai, available in Light, Regular, Stiff and Women's flexes. The Fujikura Banzai shaft is slightly longer than the traditional 3-wood shaft, helping to generate greater clubhead speed for maximum distance.

Sales results are through the month ending 09/30/06 and reflect data from Golf DataTech. 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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