



Callaway Golf Debuts New X Hybrids Featuring X Series Technology for Superior Performance and Playability

CARLSBAD, Calif.--(BUSINESS WIRE)--Nov. 1, 2006--Callaway Golf Company (NYSE:ELY) today announced the launch of its new Callaway Golf(R) X Hybrids, an advanced stainless steel design that takes technology and design elements utilized in the Company's X Series(R) drivers and fairway woods and incorporates them in a new performance hybrid. The Callaway Golf X Hybrids will be available at retail on November 15 with a manufacturer's suggested retail price of \$200 for graphite and \$175 for steel.

Among the technology and design advances utilized in the Callaway Golf X Series drivers and fairway woods and integrated in the new X Hybrids is a Modified X-Sole(TM) design for the enhanced versatility required of a hybrid club and improved turf interaction from virtually any lie. The X-Sole design also lowers the leading edge, making it easier to get the ball airborne quickly. Also essential to the performance of the new X Hybrids is increased perimeter weighting and an optimized center of gravity, which combine to boost the moment of inertia for greater stability and better trajectory control.

Essential and patented core technologies that have been hallmarks of Callaway Golf clubs for years are built into the new X Hybrids, including Variable Face Thickness (VFT(R)) Technology, which maximizes perimeter weighting for more forgiveness and increases ball speed off the face for greater distance; 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 X Hybrid will be available in four models: 2H (18 degrees), 3H (21 degrees), 4H (24 degrees) and 5H (27 degrees); all but the 5H will be available in left-handed versions. The standard shaft is the Callaway Golf X Hybrid graphite, available in Light, Regular, Stiff and Women's flexes. The stock steel shaft is the True Temper(R) Uniflex.

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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