



Callaway Golf Re-Shapes the Game Again with FT-i Driver

High-Performance Technology Leader Pushes Fusion Technology to the Extreme with Revolutionary Square Clubhead Design

CARLSBAD, Calif.--(BUSINESS WIRE)--Dec. 6, 2006--Callaway Golf Company (NYSE:ELY) will once again change the face of the game - literally - with the 2007 release of its most advanced driver ever: the Callaway Golf FT-i(TM), the "new shape of straight."

The new FT-i Driver features a revolutionary square clubhead design that expands on Callaway Golf's superior weight-shifting Fusion(R) technology platform that uses multiple materials in clubhead construction. The new 460cc Complete Inertial Design(TM) precisely positions discretionary weight in the outer corners of the clubhead and was designed to produce the highest total inertia of any driver on the market. The resulting resistance to both horizontal and vertical twisting provides unrivalled forgiveness and more distance on every drive.

The FT-i Driver also incorporates Callaway Golf's proprietary OptiFit(R) Weighting System, which produces three center of gravity configurations--Draw, Neutral or Fade--and enables golfers to choose the configuration that best suits their individual game. It also boasts Callaway Golf's largest, most robust CT/VFT titanium cup face, which is designed to the legal limit to dramatically increase ball speed, distance, forgiveness and stability for longer, straighter drives.

"We are committed to developing the most innovative technology to help golfers better their game, and in some instances, that means starting from scratch and completely changing the shape of club design," said Jeff Colton, Senior Vice President of Research and Development. "Simply put, the Callaway Golf FT-i Driver pushes the boundaries of shape, imagination and performance."

"I've seen many new drivers come and go over the years, and I absolutely believe that the FT-i is the best driver I have ever had the pleasure to use," said Callaway Golf Staff Professional and World Golf Hall of Famer Gary Player. "Never before have I felt such confidence while addressing the ball nor such control while striking it."

The new FT-i Driver is available in both standard and Tour models as well as men's and women's versions. The standard models feature lofts of 9-, 10-, 11-, and 13(HT)-degrees and feature the new Fujikura(R) Speeder(R) 586 shaft in light, regular and stiff flexes. The 10- and 11-degree models are available left handed. The Tour version has a slightly more open face, comes in 8.5- and 9.5-degree lofts and features the new Fujikura Speeder 686 shaft in regular, stiff and extra-stiff flexes, and the 9.5 degree model is available left-handed.

Callaway Golf will officially unveil its new FT-i driver and an array of other new products at the PGA Merchandise Show in Orlando, Florida, in January 2007. It will be available at retail beginning February 2007, with a suggested retail price of \$625.

About Callaway

Through an unwavering commitment to innovation, Callaway Golf Company 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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