



Phil Mickelson Expected to Debut Callaway Golf's(R) New I-MIX(TM) Technology at Augusta

Two-Time Masters Champion to Add Innovative Adjustable Club Technology to His Golf Bag at Augusta National

CARLSBAD, Calif.--(BUSINESS WIRE)--April 7, 2008--Phil Mickelson's quest to add a third green jacket to his wardrobe may begin with a groundbreaking change in equipment strategy. During his Tuesday morning press conference at Augusta, the Callaway Golf Staff Professional is expected to announce that he'll be adding the Company's new I-MIX interchangeable driver system to his arsenal of weapons this week at the Masters. Mickelson used the I-MIX Driver in practice rounds last week at the Shell Houston Open and was very pleased with the results. The news comes as Callaway Golf's much anticipated I-MIX Technology prepares to enter the marketplace amid a buzz of demand.

Callaway Golf's new I-MIX Technology pairs interchangeable heads and shafts to provide professional and every day golfers the ultimate in driver customization and personalization. The new technology, which capitalizes on the U.S. Golf Association and Royal & Ancient's rule change on club adjustability, allows golfers to reconfigure drivers to face the unique challenges and conditions of their scheduled rounds. I-MIX combines the features of Callaway Golf's top-selling FT-5 and FT-i Driver heads with over 70 shafts, offering more than 1,600 clubhead/shaft combinations--more than any other system in the industry.

"No one's swing is the same from day-to-day - neither are the weather or the course conditions," said Jeff Colton, Senior Vice President of Research and Development for Callaway Golf. "Our I-MIX technology allows players to quickly and easily customize their equipment, every time they play."

Mickelson is not the first Tour Professional to utilize this new technology. Callaway Golf Staff Professional and World No. 3 ranked golfer, Ernie Els, recently used the I-MIX system at the Dubai Desert Classic, a European PGA event. Els customized an FT-i Driver for the final two rounds and was also pleased with Callaway Golf's latest innovative creation.

In addition to the clubhead and shaft options, I-MIX Technology includes Callaway Golf's Opti-Fit(R) Weighting System, which lets golfers choose a Draw or Neutral center of gravity (CG) position to help counteract their most common swing flaws for longer and straighter drives.

Golfers can visit www.callawaygolf.com/imix for more information, as well as clubhead/shaft combination tips for specific course and weather conditions. For online custom fitting, visit www.callawaygolf.com/netfits. Callaway Golf I-Mix Technology will be available at select golf retail outlets nationwide and at www.shop.callawaygolf.com. The Manufacturer's Suggested Retail Prices for the FT-5 and FT-i clubheads are \$435 and \$500 respectively, prices for shafts range from \$185 to \$435. Photography available upon request.

Callaway Golf's I-MIX system offers a solution for most every condition met during the course of play:

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- Hot: A driver clubhead with less loft and/or a stiffer shaft may improve launch conditions.
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- Windy: A driver clubhead with less loft and/or a heavier shaft can result in a more penetrating ball flight.

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- Cold: A driver clubhead with more loft and/or a lighter, more flexible shaft may improve launch conditions.
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- Wet, Soft Fairways: A driver clubhead with more loft and/or a more flexible shaft can increase carry yardage.
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- Dry, Hard Fairways: A driver clubhead with less loft and/or a stiffer shaft provides a flatter ball flight resulting in more roll.
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- Short & Tight Course Position: A shorter and/or heavier shaft offers more control.
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- Long & Open Course Position: A longer and/or lighter shaft can increase clubhead speed resulting in extra distance.

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE: ELY) 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), Odyssey(R), Top-Flite(R), and Ben Hogan(R) brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or www.Shop.CallawayGolf.com

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