



Callaway Golf Signs Stuart Appleby

CARLSBAD, Calif., Jan 05, 2009 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY) today announced the signing of PGA Tour veteran Stuart Appleby to a multi-year contract. Appleby, winner of eight PGA Tour events, will endorse all Callaway Golf equipment and golf balls, carry a Callaway Golf branded bag and feature the Company's logo on his headwear.

"Stuart is a quality person who embodies everything Callaway Golf looks for in a partner," said Nick Raffaele, Vice President of Sports Marketing, Callaway Golf. "He's a proven winner and we're excited to have him on our staff as he pursues more success on the PGA Tour and ultimately, a major championship."

Appleby, 37, recently completed a successful 2008 PGA Tour campaign that included a career-high seven Top 10 finishes and 14 tournaments in which he finished in the Top 25. In addition, he concluded the season playing some of his best golf, posting a Top 10 result at the Tour Championship in Atlanta, the season's final playoff event.

"I am very excited to begin this relationship with Callaway Golf," said Appleby. "As I enter what will be my best years on the PGA Tour, I feel that partnering with Callaway Golf will provide me with every advantage possible to win majors and more events worldwide."

Raised on a dairy farm in Australia, Appleby's early golf practice included hitting balls from paddock to paddock after he completed chores. His professional career began with the PGA Tour of Australasia in 1992. In 1995, Appleby brought his rapidly improving game to the United States, where he finished fifth on what is now called the Nationwide Tour and qualified to compete on the PGA Tour. Appleby has represented the International Team in the Presidents Cup five times and has accumulated 59 career Top 10 finishes. In 2008, Stuart missed just two cuts in 23 starts and surpassed \$2 million in earnings for the fifth time in his career. He lives in Florida with his wife, Ashley, and their three children.

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 shop.callawaygolf.com.

SOURCE: Callaway Golf Company

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