



Callaway uPro Receives 2009 "Best of What's New" Award from Popular Science Magazine

Award is Presented Just as New Callaway uPro Go™ Golf GPS Device Arrives at Retail

CARLSBAD, Calif.--(BUSINESS WIRE)--Dec. 3, 2009 -- Callaway Golf Company (NYSE: ELY) today announced that *Popular Science* magazine honored its popular Callaway uPro® golf GPS device with a 2009 Best of What's New Award. The award comes just as the Company's latest golf GPS device, Callaway uPro Go, arrives at retail. Pre-loaded with more than 18,000 golf courses from uPro's growing global database, Callaway uPro Go lets golfers go straight to the course from the golf shop with a cutting edge, full-color GPS device.

Popular Science's Best of What's New Awards, now in their 22nd year, highlight the top 100 technological innovations of the year. With this recognition, *Popular Science* asserts that the Callaway uPro represents a significant step forward in golf GPS systems and recreational devices.

"Callaway Golf is thrilled to be recognized by *Popular Science* for the contributions that our uPro GPS device has made to the Recreation category," said Alan Hocknell, Senior Vice President, Research & Development, Callaway Golf. "We're confident that our new uPro Go will also be well received, particularly by players who have yet to experience how a GPS device can enhance their game."

The new Callaway uPro Go contains many of the same award-winning features and benefits of the Callaway uPro. uPro Go is designed for players that desire advanced GPS assistance in a device that comes pre-loaded with more than 18,000 courses, allowing them to go straight to the course from the golf shop.

The uPro Go has an easy-to-use interface and features a large, full-color screen that displays vibrant images, even in direct sunlight. At nearly half the weight and size of other golf GPS devices, it also fits comfortably into a pocket without hindering the golf swing.

Taking the best from both GPS devices and rangefinders, Callaway uPro Go features AnyPoint™ Technology within its GoMode™ setting, which allows golfers to acquire accurate distances from any spot on the golf course. GoMode also features the Virtual Green View, which uses a proprietary imagery process that shows the green and its surrounding area in vivid detail with precise distances. Accessing the GoMode features requires only a one-time activation fee.

Callaway uPro Go's Basic Mode has access to the same massive database of courses and contains free offerings of Green View and Hazard View. Green View provides accurate distances to the front, center and back of the green. Hazard View shows the distance to the front and back of all hazards, as well as the type of hazard.

The original Callaway uPro, honored by *Popular Science*, is the only dedicated golf GPS system on the market that provides golfers with actual hi-resolution aerial photography of golf courses. In its patent-pending ProMode™, aerial photography and state-of-the-art graphics allow golfers to accurately visualize holes and clearly see hazards, providing precise distances so golfers can navigate the course and plan their strategy.

The new Callaway uPro Go GPS device is now available at retail and features a new product introduction retail price of \$299.

For more information on these products and Callaway Golf's complete lineup of equipment, footwear and accessories, please visit <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.callawaygolf.com&>

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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®, Odyssey®, Top-Flite®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

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