



Callaway Golf Introduces Diablo Edge and Diablo Forged Irons

Maker of the No. 1 Irons in Golf for 13 Straight Years Launches New Lines of Longer, More Accurate Irons

CARLSBAD, Calif., Jan 11, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the January 15th retail availability of the new Callaway(R) Diablo Edge(TM) Irons and the February 15th retail availability of the new Diablo Forged(TM) Irons. The newest offerings from the Company that has been No. 1 in irons for 13 consecutive years, the Diablo Edge and Diablo Forged irons target two distinct player types and are engineered for distance and accuracy.

Designed with a lower, deeper center of gravity, Diablo Edge Irons feature a more accessible sweet spot that is in line with where most amateurs commonly hit the ball on the clubface. The result is longer, consistent distance and improved accuracy. The Solid Impact Sole delivers smooth turf interaction and is designed to mitigate the effects of heavy and thin shots. It also improves the impact location on the face for greater distance.

"In designing the new Diablo Edge Irons, we've taken our proven technologies and combined them with insight on where average golfers make contact on the clubface, then moved the sweet spot accordingly," said Dr. Alan Hocknell, Senior Vice President of Research & Development, Callaway Golf. "The result of that effort is greater distance overall and greater distance consistency."

The Diablo Forged Irons feature a sleek and compact head style with classic lines. With a thin top line, narrow sole, shorter blade length and minimal offset, they provide premium shot-shaping ability for a wide range of golfers. The Diablo Forged Irons are configured for greater distance than other forged irons due to a lower, deeper center of gravity that provides a penetrating trajectory. The forged steel, perimeter-weighted body and precision welded face provide incredibly soft, responsive feedback.

"We used an exceptional combination of materials to design the Diablo Forged Irons," said Hocknell. "The thin, high-strength steel face and the soft, forged steel body allowed us to move the center of gravity lower and create a unique combination of added distance and forged feel."

The Diablo Forged Irons will be available at retail on February 15. The new product introduction retail price is \$999 for steel-shafted sets, and \$1199 for graphite-shafted sets.

The Diablo Edge Irons will be available at retail on January 15. The new product introduction retail price is \$599 for a steel-shafted set. The Diablo Edge Irons are also available in combo sets, which feature six irons and two Diablo Edge(TM) Hybrids. The combo set with two graphite-shafted hybrids and six steel-shafted irons has a new product introduction retail price of \$699. The combo set with two graphite-shafted hybrids and six graphite-shafted irons has a new product introduction retail price of \$799. The addition of hybrids to the set greatly benefits players who struggle with hitting their long irons and provides them with greater distance through the entire bag.

For more information on these products and Callaway Golf's complete lineup of equipment, footwear and accessories, please visit <http://www.callawaygolf.com/>. High-resolution images of all products are available for immediate download via the Media Center portion of Callaway Golf's website: www.callawaygolf.com/Global/en-US/MediaCenter.html.

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.

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