



Callaway Golf to Sponsor CBS Sports' Super Bowl XLIV Telecast

--Unprecedented 5:00-5:30 PM ET Sponsorship Showcases New Callaway Diablo Edge Clubs --Callaway Golf Staff Professional Phil Mickelson to Participate

CARLSBAD, Calif., Feb 01, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) and CBS Sports have reached a unique agreement that establishes the golf equipment manufacturer as a presenting sponsor of the Super Bowl Today pregame show on Sunday, February 7th. The partnership marks the first ever Super Bowl pregame sponsorship struck by a stand-alone golf company.

Occupying rarefied air time that commences less than an hour before kickoff, Callaway Golf(R) will employ its 5:00 - 5:30 PM EST sponsorship to showcase their 2010 product line, headlined by the company's new Diablo Edge(TM) golf clubs. The Diablo Edge line, which includes drivers, fairway woods, hybrids and irons, arrives at retail on February 15th and has been receiving widespread acclaim, including five Gold Medals in *Golf Digest's* February "Hot List" equipment issue, currently on newsstands.

"The Super Bowl has grown to become an unofficial American holiday and presents an unparalleled promotional platform," said George Fellows, President and CEO, Callaway Golf. "There is no bigger, bolder way for us to position Callaway as the global leader in golf than to partner with CBS on the most-watched event of the year."

The 30-minute sponsorship includes a Callaway-themed opening interstitial to introduce the company's presence, as well as product and branding exposure on the CBS set throughout the half hour. Callaway Golf Staff Professional Phil Mickelson is slated to appear in an additional segment to run during the sponsored programming. Callaway Golf will also use the Super Bowl platform to debut 90 seconds of commercial time that will feature the company's focus on technological innovation and its 2010 products. Terms of the partnership are not disclosed.

"We have had a long-standing relationship with Callaway Golf through our PGA Tour programming," said John Bogusz, Executive Vice President Sales and Marketing, CBS Sports. "We are extremely excited the brand is taking advantage of this tremendous opportunity."

Super Bowl pregame sponsorships are regarded by many media analysts as an aggressive and effective way for marketers to reach a substantial mainstream audience that culminates as the game's kickoff approaches. Last year's Super Bowl pregame show drew a Household rating/share of 11.6/24, and featured a viewership of 21 million between 5:00 - 5:30 PM EST.

"We understand the pent-up desire for cutting-edge products that has been building through the recession as consumer spending declined," said Jeff Colton, Senior Vice President, U.S., Callaway Golf. "Our 2010 product line featuring Diablo Edge has been generating a great deal of excitement within the golf industry, and we're looking forward to introducing it to a mainstream audience."

Callaway Golf's Super Bowl Today pregame show sponsorship continues a recent trend of activity that distinguishes the company as one that is playing offense amid the global economic downturn. Emboldened by market share increases across each major product category and the IOC's decision to reinstate golf as an Olympic sport for the first time since 1904, Callaway has executed several recent initiatives aimed at strengthening its position as the economy slowly recovers.

These initiatives include the recent formation of Callaway Golf India, a new wholly-owned subsidiary that establishes a

direct presence in one of the fastest growing markets on the global golf landscape. Callaway Golf India joins the Company's impressive line-up of wholly-owned subsidiaries located outside the United States that include Europe, Japan, Canada, Korea, Australia and China.

Callaway Golf's continued growth also includes entry into consumer electronics with the December, 2008, acquisition of uPlay, creators of uPro GPS-enabled distance measurement devices for golfers. Since joining the Callaway Golf family, the Callaway uPro GPS device has quadrupled its registered data base of users and was presented with a 2009 "Best of What's New" award from *Popular Science* magazine.

Callaway Golf Company sells its products to golf retailers (including pro shops at golf courses as well as off-course retailers), sporting goods retailers and mass merchants, directly and through its wholly-owned subsidiaries and to third-party distributors. Callaway also sells golf accessories such as bags, gloves, footwear, GPS devices, golf and lifestyle apparel, golf headwear, eyewear, golf towels and golf umbrellas.

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), Ben Hogan(R) and uPro(TM) brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or Shop.CallawayGolf.com

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