



Callaway Golf Introduces New FT-iZ Driver, Fairways & Hybrids

Polar Weighting, Aerospace Materials Deliver the Longest, Straightest Woods in Callaway History

CARLSBAD, Calif., March 15, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the retail availability of the new FT-iZ(TM) lineup of drivers, fairway woods and hybrids. Leading this new line of Fusion(R) products is the FT-iZ Driver, engineered from the world's finest materials to deliver the longest, straightest ball flight ever produced by a Callaway driver.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callaway/43034/>

"In engineering the FT-iZ Driver, Fairway Woods and Hybrids, we used new knowledge in aerodynamics, face design and weight placement to deliver breakthroughs in ball speed and accuracy," said Dr. Alan Hocknell, Senior Vice President of Research & Development, Callaway Golf. "The FT-iZ Driver represents the latest in our use of carbon fiber, aerospace-grade materials and head shaping to optimize performance."

The FT-iZ Driver marks the launch of a groundbreaking and proprietary design feature called Polar Weighting(TM), which optimizes stability at impact and yields incredible ball speeds. Polar Weighting strategically localizes weight at the front and back of the multi-material clubhead, creating a heavy face and significant in-line power source for unprecedented performance. The driver of choice for PGA Tour Professional Ernie Els, the FT-iZ also features an aerodynamic body design that reduces drag in the downswing for higher impact speeds. The result of this progressive shape is Callaway's most efficient high inertia clubhead design ever.

The FT-iZ Driver also features a new chem-milled hyperbolic face that delivers consistently high ball speeds. The chemical reduction process selectively removes unwanted materials from the titanium cup face for unprecedented precision thickness control. FT-iZ Tour models come in half lofts with a slightly more open face at address for a look preferred by skilled players. The FT-iZ Driver is now available at retail and features a new product introduction retail price of \$399.

The FT-iZ Fairway Woods build on Callaway's industry-leading heritage in the category. Offering an unprecedented combination of distance, stability and feel, the FT-iZ Fairway Woods are the longest, straightest fairway woods Callaway has ever produced. Like the FT-iZ Driver, the fairway woods utilize Polar Weighting for a heavy face and heavy in-line power source that delivers screaming ball speed. The FT-iZ Fairway Woods are now available at retail and feature a new product introduction retail price of \$299.

The FT-iZ Hybrids utilize Callaway's advanced Fusion Technology to deliver the Company's most forgiving hybrid design ever. A stainless steel body and sole combine with Metal Injection Molded (MIM), high-density weights to maximize perimeter weighting. That, along with the FT-iZ Hybrid's larger clubhead design, leads to an increased moment of inertia (MOI) with an optimized center of gravity. The result is increased feel and accuracy with high, powerful trajectories that fly far and land soft. An offset hosel is designed to provide a look that boosts confidence at address and provides greater workability. The FT-iZ Hybrids are now available at retail and feature a new product introduction retail price of \$199 with a graphite shaft, and \$179 with a steel shaft.

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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