



Odyssey to Offer ProType Phil Mickelson Putter

Limited Edition Debuts Amid Dominant Run for Odyssey on the World's Major Tours

CARLSBAD, Calif., April 26, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the introduction of the Odyssey(R) ProType(TM) 82 Putter, a limited edition design inspired by the same model Phil Mickelson used to win his third Green Jacket. Only 82 right-handed and 82 left-handed ProType putters will be available for purchase in the United States.

Beginning May 10 at 11:00 AM ET (8:00 AM PT), those interested in owning one of these limited edition putters can sign up to be eligible for purchase on a first-come basis at OdysseyGolf.com. Each of these 164 individually numbered, limited edition putters features a green highlight on the sole, a nod to Mickelson's win at Augusta earlier this month.

Since the year 2000, Odyssey has been the # 1 Putter across the world's major professional tours in wins, usage and top-10 finishes. Throughout 2010, Odyssey putters have performed particularly well on the PGA Tour, already claiming a total of eight victories--the majority of which were captured by models featuring Odyssey's distinctive White Hot and White Ice(R) inserts, which run across the face of the putter. Odyssey's eight PGA Tour wins is more than putters from Ping(R), TaylorMade(R), Nike(R) and Rife(R) have combined in 2010.

The ProType 82 features Odyssey's new White Ice insert, with a Tungsten weight behind it, along with a single white sightline that stretches from the face of the putter down the back flange--a look requested by Mickelson himself. These limited edition PT 82 putters will also come with a Phil Mickelson Limited Edition headcover and a Black Series grip, identical to what the four-time major champion used to win at Augusta.

"I'm very excited that the designers at Odyssey have produced this limited edition putter with the same design as my gamer," Mickelson said. "Tournaments are won and lost on the green, which is why I rely on Odyssey technology. Our design team gives me the best chance to win. Odyssey's winning results on tour are a testament to their engineering capabilities."

"We develop more putters for tour players around the world than any other company," said Austie Rollinson, Principle Designer for Odyssey Golf. "Phil came to us a few years back to develop this particular model and he's obviously had great success with it on the PGA Tour. The ProType 82 Putter was developed due to the large number of requests we receive from people interested in the product that Phil uses on the game's biggest stage."

"There are also a handful of ProType putters like Phil's in development and in play on tours across the world," Rollinson added. "We firmly believe that in order for Odyssey to remain the dominant putter company in the world, it's crucial that we continue to develop and vet our ideas with the best players in the game."

Each of the 164 individually numbered, limited edition ProType 82 putters will be available at an asking price of \$500. For more information on this offer and Odyssey's complete lineup, please visit <http://www.odysseygolf.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), 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. All trademarks are the property of the respective owners.

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