



Callaway, Top-Flite Products Honored by Golf Digest's Ball 'Hot List'

Callaway Tour i(s)/Tour i(z), HX Bite, Big Bertha Diablo and Top-Flite Gamer V2 Win Medals

CARLSBAD, Calif., May 6, 2010 /PRNewswire via COMTEX/ --Callaway Golf Company (NYSE: ELY) and wholly-owned subsidiary Top-Flite earned four Medals overall in Golf Digest's 2010 Ball "Hot List." The Ball Hot List is a comprehensive evaluation of golf balls that combines input from scientists, manufacturers, robot testing and a panel of 17 players of varying abilities. Together, Callaway and Top-Flite stand atop the Gold Medal count with three products receiving Golf Digest's highest honor.

Leading the way for Callaway was a Gold Medal for the new Tour *i(s)*/Tour *i(z)* models, which have already notched four victories on the PGA Tour this year. Callaway staff professional and current FedExCup points leader Ernie Els has posted two of those victories with the Tour *i(s)* ball. He credits the Tour *i(s)*, the softest Tour *i* ball that Callaway has ever made, with allowing him to, "turn around my short game overnight," as Els said after clinching victory at The Arnold Palmer Invitational.

Callaway, which offers products for golfers of all abilities and at every price point, was distinguished with a Gold or Silver medal in all three Ball Hot List categories. In the \$20 and Under category, Callaway and Top-Flite combined for two Gold Medals. Callaway's Gold was earned by the Big Bertha Diablo Ball, a two-piece ball with a high-resiliency core that offers great feel and distance for a variety of swing speeds. The Diablo ball's Gold Medal distinction completes a "Golden Sweep" for Callaway Golf's 2010 Diablo family of products, which have now earned Hot List Gold Medals in the Driver, Fairway Wood, Hybrid, Game Improvement Irons, Super Game Improvement Irons and Golf Ball categories.

For the third straight year, the Top-Flite Gamer franchise was distinguished with a Hot List Gold Medal in the \$20 and Under category. On behalf of this year's model, the Top-Flite Gamer V2, *Golf Digest* reiterated its verdict that the three-piece Gamer offers "more technology per dollar than any ball in golf."

In the \$21-\$35 category, Callaway's HX Bite Ball won a Silver Medal and earned editorial praise for its durability. The HX Bite is a three-piece ball featuring Callaway's proprietary HEX Aerodynamics for optimized flight in all wind conditions and a soft cover for green grabbing control.

High-resolution images of all Callaway Golf 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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