



Callaway Golf Dominates Golf Digest's 2011 'Hot List' Awards

Callaway and Odyssey Win Medal Count in Annual Equipment Review for Fifth Straight Year

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Callaway Golf Company's (NYSE: ELY) entire 2011 product line received an outstanding vote of approval from Golf Digest's annual "Hot List" issue, arriving on newsstands January 4th. The Hot List is a comprehensive golf equipment evaluation conducted by Golf Digest Publications' team of equipment editors, scientists, player panelists and retailers. Leading the way were Gold Medals for Callaway's groundbreaking Forged Composite drivers, Diablo Octane and RAZR Hawk, as well as an Editor's Choice award for the Company's new RAZR X Irons. Callaway and Odyssey, the #1 Putter in Golf, dominated the Gold Medal count by winning 14 top distinctions, five more than the nearest competitor. With 16 total medals, Callaway received more Hot List awards than any other golf equipment manufacturer for the fifth straight year.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/40582/>

Every 2011 product from Callaway and Odyssey was awarded a Hot List medal. Additionally, Callaway and Odyssey feature a Gold Medal winner in each of the nine Hot List product categories, and is the only manufacturer to accomplish this. The Company was also awarded multiple Gold Medals in the Driver, Fairway, Hybrid, Game Improvement Iron and Blade Putter classes.

Callaway's Odyssey brand dominated the putter categories, winning 3 of the 11 Gold Medals awarded, more than any other manufacturer. Odyssey earned top marks for Innovation in both the Mallet and Blade groupings, and nearly swept the Mallet category with high scores in Performance and Demand.

GOLD MEDAL WINNERS

Drivers

Diablo Octane / Diablo Octane Tour

RAZR Hawk / RAZR Hawk Tour

Fairway Woods

Diablo Octane / Diablo Octane Tour

RAZR Hawk / RAZR Hawk Tour

Hybrids

RAZR X / RAZR X Tour

Diablo Edge / Diablo Edge Tour

Game Improvement Irons

RAZR X - Editor's Choice Award

Diablo Forged

Players Irons

RAZR X Tour

Super Game Improvement Irons

Diablo Edge

Wedges

X-Series JAWS CC

Blade Putters

Black Series Tour Designs

White Ice Series

Mallet Putters

White Ice Series

SILVER MEDAL WINNERS

Players Irons

RAZR X Forged

Mallet Putters

Black Series Tour Designs

For more information on many of these products and others, please visit www.callawaygolf.com. 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 apparel, footwear and 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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