



Odyssey Debuts New ProType Line of Premium Milled Putters

Line Includes Six Tour-Proven Models Made from 1025 Carbon Steel

CARLSBAD, Calif., Feb. 14, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today announced the February 17 retail availability of the new Odyssey® ProType™ Tour Series line of milled, carbon steel putters. Born from unique head shapes crafted for the best players in the world, the ProType line was developed by Odyssey's ProWorks team after feedback from hundreds of Tour professionals. The result is a collection of models from the #1 Putter in Golf® that enhance both the feel and stroke, with a look that suits the eyes of even the most discerning golfers. Odyssey's ProType line also offers golfers a unique opportunity to personalize their putters by choosing from six different colors for their grip and putter head paint fill.

Odyssey's ProType putters will be available in six head shapes, each of which has delivered winning results on professional tours around the world. The putters are made from 1025 Carbon Steel, producing similar performance characteristics to stainless steel, but with a softer feel. The face of each putter features a deeper, sharper milling pattern to increase interaction between the face and the ball for better feel, truer roll and more consistency.

"When we set out to design the ProType putters, we decided on six shapes that were tour-proven—meaning not only have Tour pros used them, but they've won with them," said Austie Rollinson, Odyssey's Principal Designer. "The second thing that influenced these designs is the feedback we got from tour players, which helped us make modifications to existing products and arrive at these new offerings. Their feedback led us to fine-tune the sound, include a deep mill pattern on the face, and design with thinner top lines and thicker faces. The clean look and one-piece construction was also something that players really liked and wanted to see in this type of product."

Based on insight gleaned through this collaboration with Tour professionals, the Odyssey ProType line features a high polish steel finish and precise craftsmanship that creates an ideal balance to promote a smooth stroke. Tour-tuned weight ports in the sole optimize the putterhead with the shaft length and optimize feel, control and accuracy.

Odyssey's ProType line also offers consumers the opportunity to personalize their putters by choosing from six different paint fills in the putterhead and the same six color options in the Lamkin® 3GEN® Pistol Grip. Made in a thin, smaller pistol shape that appeals to better players, the grip is made of Lamkin's proprietary 3GEN material, which is their softest synthetic rubber compound and reduces vibration without dulling the feel of the putt. This allows golfers to keep their forearms relaxed, apply very light grip pressure and minimize hand tension for smooth, consistent strokes.

"We have been personalizing putters with our after market grips for a while now and the putter is such a personal piece of equipment for golfers, specifically tour players," Rollinson said. "If there's any club in the bag that has a personality it would be the putter; it's the life of the party. Go out on tour and you'll see that no two putters are exactly the same. So we wanted to be able to bring that personalization to consumers, at least in the grip and paint fill."

Odyssey is the #1 Putter across the world's major professional tours in wins, usage and top-10 finishes. The entire ProType line of Odyssey putters will arrive at retail on February 17. The #2, #3, #6, #7, and #9 models will be available in two weights—340 or 350 grams—for the new product introduction retail price \$269. The ProType 2-ball model will come in 350 or 360 grams for \$299. All six ProType putter models are available with the customized grip and paint fill color options for an additional \$30; they can be ordered through an authorized Odyssey retailer.

For more information about the Odyssey ProType Tour Series of Putters, please visit <http://www.odysseygolf.com/>. For more on Odyssey's line-up of popular Belly and Long putters, please visit www.odysseygolf.com/bellyputters, and to

see Odyssey's complete product lineup, please click here: www.odysseygolf.com.

High-resolution images of all Odyssey products are available for immediate download via the Press Center portion of the Company's website: www.callawaygolf.com/PressCenter

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®, Odyssey®, Top-Flite®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

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