



Callaway Golf Introduces Mass Personalization & Customization Options for Its RAZR Fit Driver

New udesign by Callaway Platform Offers Golfers an Unprecedented Ability to Design Their Own Driver

CARLSBAD, Calif., April 11, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today introduced its new udesign™ by Callaway personalization and customization platform. udesign by Callaway, an online interactive customization tool, gives golfers purchasing a RAZR Fit® Driver the unprecedented ability to design their own version of the Company's hot new club that is already in the hands of Phil Mickelson, Ernie Els and Alvaro Quiros.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/55469/>

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Featuring an innovative and easy-to-use online interface, golfers can visit www.callawaygolf.com/udesign, to select their color choice on RAZR Fit's clubhead and grip, as well as a myriad of shaft model and other custom configurations. udesign by Callaway presents the opportunity to design one of more than 70,000 unique versions of the award-winning RAZR Fit Driver, giving golfers the ability to express their individualism on the course like never before.

"Golf is already the most personalized sport there is in terms of custom equipment options, and our new udesign by Callaway platform brings personalization to a new and exciting place," said Jeff Colton, SVP Global Brand and Product, Callaway Golf. "The opportunity to design your very own driver in the colors of your favorite team, alma mater or whatever you happen to feel looks best has never been offered on a mass scale. Our research and instincts show that this level of personalization and customization is what golfers want, and we're excited to be the first Brand in golf to offer it."

Accessible to virtually customize RAZR Fit drivers for both Men and Ladies models, the udesign by Callaway process begins with the selection of a right-handed or left-handed clubhead and a range of loft and color choices. With each selection, the RAZR Fit image on screen modifies to embody the latest design choice. After making a color selection, advanced customization options detailing the choice of stock or after-market shaft, its length, grip model and wraps follow. When finished, each user can view multiple angles of their configuration and also send their unique RAZR Fit design to friends and contacts via Facebook, Twitter, Pinterest or Email through a dedicated share function.

Recently introduced to Callaway's staff professionals and brand ambassadors, the udesign by Callaway platform has sent a charge of excitement through a team that was already thrilled with RAZR Fit's performance and look. San Diego native Phil Mickelson chose powder blue and gold in honor of the Chargers. Callaway Staff Professional Alvaro Quiros, now famous for using a RAZR Fit to drive a ball 300+ yards over Las Vegas' iconic Bellagio Fountain, got his first look at udesign by Callaway's options this past week in Augusta. "Give me one in every color and I will match my driver with my apparel," said Quiros, who in addition to being the longest hitter, is also a particularly fashion-forward player on Callaway's staff.

Introduced in December and already a winner on the PGA and European Tours, the RAZR Fit Driver was named Editor's Choice by *Golf Digest's* annual "Hot List" equipment review. By combining the performance benefits gained from several proprietary technologies with an easy-to-understand adjustability system, Callaway is empowering

players around the world to dial in their game with RAZR Fit.

Callaway's RAZR Fit Driver has a new production introduction retail price of \$399 and the udesign by Callaway personalization and customization features an additional fee of \$50. Certain after-market shaft and grip choices may entail additional costs. The ability to make designs and place orders is immediately available; the first RAZR Fit Drivers personalized with udesign by Callaway will begin shipping in early May 2012.

For more on Callaway Golf Company, please visit www.CallawayGolf.com

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® and Odyssey® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

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