



Callaway Announces upro mx+ Golf GPS Device

Device Features Actual Aerial Imagery for the Most Realistic View of the Hole upro mx+ is Golf-Ready with 25,000 Pre-loaded Courses and No Annual Fees

CARLSBAD, Calif., May 17, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today announced that its new upro mx+™ golf GPS device will be available in stores starting May 30th. The upro mx+ is the only golf GPS on the market that offers ProMode®, offering golfers actual aerial imagery and video flyovers of each hole for the most realistic view of the course. Golfers will be able to purchase this product at a new product introduction price of \$249 with no additional fees. Each device will come with access to free and unlimited ProMode course downloads.

"The upro mx+ device is the result of extensive listening to what golfers want out of a distance measuring device out on the course," said Dr. Alan Hocknell, Senior Vice President, Research & Development, Callaway Golf. "Active listening was followed by a lot of hard work to deliver an easy to use, meaningful experience that will help golfers see more and know more out on the course, and give them the confidence to hit better shots."

A compact, three-ounce device boasting a full-color, 2.2" LCD touch screen, the upro mx+'s updated software also features Anypoint® Technology, which helps golfers strategically plan their upcoming shots. The Anypoint Technology feature shows yardage to any location selected on the hole, and the yardage left from that location to the green. Additionally, a Digital Scorecard allows golfers to track their scores and basic golf stats on the device, including fairways hit, greens in regulation and putts during each round.

In addition to the device's introduction, Callaway has also enhanced features on its uxplora™ web site, www.callawaygolf.com/uxplora. UPRO users tracking performance on the device's digital scorecard will be able to automatically upload their scores and stats to the uxplora web site to view their historical performance and compare to other golfers in the community. Golfers will also continue to have access to all 25,000 courses in Callaway's online database to help get ready to play at a new course. These web-based features are available to upro mx+ GPS owners and those who register for free on the site and want to input their scores manually.

The Callaway upro mx+ device is ready to use right out of the box, preloaded with 25,000 courses with BasicMode™ (yardage and hazard data) and GoMode™ (yardage data plus renderings of the greens and hazards). ProMode courses, which include hi-resolution aerial photography and video flyovers, can be downloaded from the Callaway uxplora site for no additional fee or subscriptions.

For more information on the Callaway upro mx+, please visit www.callawaygolf.com/upromx+ High-resolution product images and videos are available for download on the Callaway Golf Press Center: 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® 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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