



Callaway Golf Introduces the RAZR Fit Xtreme Driver

The Lowest CG of Any Adjustable Driver Delivers Fast Ball Speed and Reduces Spin For Maximum Distance

CARLSBAD, Calif., Nov. 13, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today introduced the RAZR Fit Xtreme™ Driver, the longest fully adjustable driver the Company has ever measured. Available to golfers on January 18, 2013, the RAZR Fit Xtreme Driver debuts new technologies to advance overall performance and promote distance gains over its predecessor, the award-winning, Tour-proven RAZR Fit® Driver.

Headlining the RAZR Fit Xtreme Driver is a powerful new Speed Frame™ Face Technology that optimizes stiffness and stress distribution across the face for more efficient energy transfer. This produces more ball speed and consistent distance, even on off-center contact. Among other improvements, Callaway's new driver features the lowest Center of Gravity (CG) of any adjustable driver, further fueling distance gains, and a new weighting system that offers golfers a greater range of shot shaping options.

"The RAZR Fit Xtreme Driver is worthy of its extreme designation," said Dr. Alan Hocknell, SVP, Research & Development, Callaway Golf. "We worked tirelessly to improve on the best distance characteristics of our longest drivers, and the result is incredibly fast ball speed off the Speed Frame Face, plus the lowest CG of any adjustable driver in golf. This driver is very long and consistent. It will not be matched."

Callaway Staff Professionals like Luke List have already seen tremendous distance gains during player testing with RAZR Fit Xtreme. List, who this year led all six major professional Tours in driving distance with a 324 yard average off the tee, gained 16.6 yards in total distance over his current RAZR Fit gamer by adding .6 mph ball speed and reducing his backspin by nearly 500 rpm with the RAZR Fit Xtreme Driver.

The RAZR Fit Xtreme Driver is further differentiated by patented technologies that allow Callaway Research & Development, the largest team in the industry, to both design and configure the driver to promote optimal distance. These technologies and other features, which are outlined below, work in conjunction with two premium stock shaft offerings to deliver the longest fully adjustable driver in golf.

Speed Frame Face Technology

Speed Frame Face Technology is a combination of VFT® and Hyperbolic Face™ Technology, resulting in stress distribution across the titanium face for a larger, more consistent sweet spot and increased ball speed. The Speed Frame Face also saves weight that is redistributed in the clubhead to improve the CG position and maximize MOI, which leads to optimized ball flight and forgiveness. Additionally, the Speed Frame Face on the RAZR Fit Xtreme Driver features a tighter bulge radius than the RAZR Fit Driver for a more preferred look at address, along with more consistent sidespin and dispersion.

Forged Composite Crown

Callaway has been working with Forged Composite™ -- an advanced carbon fiber material -- for more than four years. Using this patented, lightweight material in the crown of the driver, which weighs only 12.1 grams and is the lightest crown in golf, allows Callaway engineers to precisely position saved weight to achieve the lowest CG in any fully adjustable driver. This Lower CG promotes higher ball speed and less spin off the tee for more distance.

OptiFit Technology

Two OptiFit® Technology elements make up the RAZR Fit Xtreme's improved adjustability: the OptiFit Hosel and OptiFit Weights. The hosel adjusts the face angle to Open, Square or Closed positions to improve accuracy and trajectory while allowing golfers to dial in their preferred look at address. The 13- and 1-gram OptiFit Weights shift the clubhead's center of gravity to promote noticeable Draw or Neutral ball flights.

(Higher lofts have more draw bias than lower lofts.)

Broader Trajectory and Shot Shaping Options

Callaway's RAZR Fit Xtreme Driver comes in more lofts that incorporate a greater range of face angle options, CG bias options and CG height differences than the RAZR Fit Driver. Callaway has optimized the performance in each loft to suit the needs of the players that will use it. For example, the 8.5-, 9.5- and 10.5-degree clubheads are 440cc (versus 460cc for other lofts) and feature a more open face angle.

Stock Shaft Options

The RAZR Fit Xtreme will feature two tour grade shafts as stock offerings. The primary shaft, the Aldila Trinity, combines Aldila's three patented design technologies (RIP, S-Core, Micro Laminate) into a single shaft design. A secondary offering, the Matrix 7M3 Black Tie, is a heavier, lower launching, lower spinning option for higher head speed and higher spin players. Neither shaft will be modified from the product available in the aftermarket.

For golfers who are interested in personalization options, udesign™ by Callaway will be expanded for the RAZR Fit Xtreme Driver when it debuts in January. Both the crown and the sole of the clubhead are now separately customizable with eight different color options. For the first time, custom laser engraving will also be available on the sole of the driver.

The RAZR Fit Xtreme Driver was unveiled today through an innovative, user-driven "Tweet to Unleash" campaign powered by the hashtag #LongestDriverInGolf. Tweets mentioning the dedicated hashtag contributed to a dynamic revealing of the RAZR Fit Xtreme Driver image and videos highlighting key technologies. You can visit the Tweet to Unleash page at www.CallawayGolf.com/TweettoUnleash.

The RAZR Fit Xtreme Driver will be available for the new product introduction retail price of \$399.99 (US).

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) creates products 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® 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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