



Callaway Golf And Uber Partner To Bring On-demand Drivers To The US Open

Uber App Connects US Open Patrons with Callaway Branded Vehicles To and From Merion Golf Club

CARLSBAD, Calif., June 10, 2013 /PRNewswire/ -- The world's most socially engaged golf brand has partnered with one of the hottest technology companies on a mobile app experience that will allow US Open patrons to request an on-demand ride to and from the tournament site at Merion Golf Club in Ardmore, Pennsylvania. Callaway Golf Company (NYSE: ELY) and Uber Technologies will service golf fans with a social and technology-centered approach during the US Open, Thursday, June 13 through Sunday, June 16.

The Uber app connects people with professional drivers, delivering a convenient, on-the-go transportation solution. Using a smartphone and real-time GPS technology, golf fans in the Philadelphia area will be able to access Callaway branded SUVs within the standard Uber app during the US Open. A dedicated, in-app information screen designed for the US Open will lead fans to the "#MyCallawayDriver" ride option, where they can request transportation to and from Merion Golf Club East Course from within the Philadelphia area. There will be no cost for the Callaway ride option.

"How golfers experience golf companies has changed considerably," said Harry Arnett, SVP, Marketing, Callaway Golf. "They are now more directly connected with individuals at equipment companies, with Tour professionals and with the Pro at their local course. Working with Uber on a social, technology-driven and fun program -- that also provides utility to golf fans -- is an example of how Callaway continues to focus particularly on the out of home experience with golfers in our ongoing commitment to be the most engaged experiential brand in golf."

US Open fans who catch a ride through the Callaway and Uber #MyCallawayDriver partnership will receive a limited edition collector's coin designed by Callaway Golf. Those who tweet a photo of their experience to [@CallawayGolf](#) and [@Uber_Philly](#), and include the hashtag #MyCallawayDriver will be entered to win a red, white and blue Odyssey® Versa® #7 Putter. Callaway and Uber will also distribute 2,000 co-branded, new user gift cards in the Philadelphia area with a promotional code valued at \$20 off a first Uber ride. And anyone who is new to Uber can sign up and receive a first free ride up to \$20 using the promotional code "CALLAWAYUBER".

The Callaway ride option will be available from 7AM to 5PM EDT.

For Callaway, the partnership with Uber comes on the heels of a professional networking campaign for golfers on LinkedIn called Hit the Links. Several months ago Callaway introduced its RAZR Fit Xtreme® Driver with a Twitter-based product unveiling that used real-time social conversation to unlock content, marking a first for the golf industry. The company's Holiday Hit the Pin sweepstakes on Pinterest encouraged golfers to create a board with their dream bag of Callaway® clubs.

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 worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

About Uber

Uber Technologies, Inc., is a venture-funded technology company based in San Francisco. The Uber mobile app

connects users seeking rides with professional drivers, creating a luxury transportation experience. The company was founded by Travis Kalanick and Garrett Camp in 2009, was rated Fast Company's "2013 Most Innovative Company in Mobile," and has rapidly expanded to more than 30 cities internationally today. For more on Uber, visit www.uber.com.

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